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WHAT SHOULD A BRIDE KNOW ABOUT SEX?

*Bernarr Macfadden*  
EDITOR





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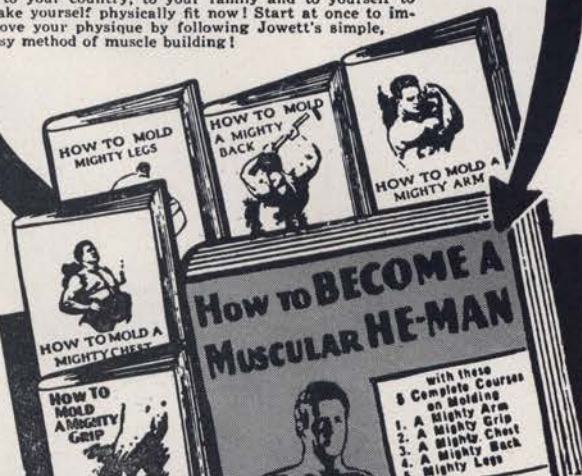
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## ON THE COVER

Cover Design from a photograph posed by Dolores Semeraro, glamorous young model who is a recent Bride. The wedding gown worn by Dolores to illustrate the story **WHAT SHOULD A BRIDE KNOW ABOUT SEX** (page 8) is an ACE DANCE MODES creation of bridal satin with lace ruffles around yoke line and on the petticoat of the Colonial pick-up skirt.

## COMING NEXT MONTH

**MANNIE SEAMON**, internationally famous physical conditioner and trainer of world champion pugilists, comes up with a revealing article, **WHAT FIGHTING DOES TO A MAN'S BODY**, in the January **PHYSICAL CULTURE** Magazine. Seamon, who trained Benny Leonard and Joe Louis, two of the greatest world champion fighters of the century, besides schooling many other top-notch fighters, makes some startling revelations, describing the benefits and evils of professional fighting.

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# NEW Physical Culture

*Bernarr Macfadden* EDITOR

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# Thoughts ... THAT MOVE MOUNTAINS



## ... IS MIND POWER REAL?

**H**AVE YOU READ volumes on the power of thought? Perhaps you have listened to lengthy theoretical addresses on the forces of mind. You may have wondered if these same writers and lecturers on mind power know how to use it. How many mountains of personal obstacles — everyday trials and tribulations—have *they* moved? What are these subtle principles whereby man can skillfully remove the barriers that impede his progress? How can *you* displace the obstructions and hindrances to *your* goal...the mountains in *your* life? Can practical information about inner power be reduced to mere words...words for public dissemination? Or, is there a secret method especially and uniquely preserved for the worthy seeker...practicable only under ideal circumstances? If so, who has the secret method? Where can it be found?

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# UNCLE SANTA



## BERNARR MACFADDEN'S CHRISTMAS STORY

(Put into verse by ED BODIN)

**Mr. Macfadden, always curious even as a lad, had to find out for himself about Santa Claus. He learned something new about his Uncle Santa.**

**DEDICATED TO THE GENEROSITY  
OF THE AMERICAN PEOPLE**



Now children, please listen  
While Christmas trees glisten,  
I'll tell you a story that's true.  
I know you'll adore it,  
For I really saw it.  
It also might happen to you.

As a boy I was wary  
And often contrary.  
I only would judge by my eyes—  
I'd never seen Santa,  
From Maine to Atlanta.  
I wondered if such things were lies.

Christmas Eve I decided,  
This year I'd be guided  
By only my eyes and my mind.  
I'd act like a gopher  
And hide by the sofa  
And just wait and see what I'd find.

It must have been midnight  
And I was still hid right  
Behind that old sofa so grand,  
When noise came of stamping;  
I saw two men tramping  
And one had a bag in his hand.

I looked from my hiding  
While quickly deciding  
To be just as still as a clam.  
The tall man—I'd met him.  
I'd never forget him.  
And you know him too—Uncle Sam.

But the other fat fellow  
So jolly and mellow  
I never had seen anywhere.  
I leaned out before me,  
'Twas then that he saw me  
And told me to come out of there.

I felt most like crying.  
He said I was spying  
Because I had no faith at all.  
But then he stepped near me  
And said very clearly:  
"Now son, turn your face to the wall."

Then soon he was mixing  
The presents, and fixing  
The stockings that hung near the tree.  
I heard every motion,  
And sensed his devotion.  
Then Uncle Sam whispered to me:

We're both in a hurry  
My nephew, don't worry  
Because I'm with Santa tonight.  
We help one another,  
For he is my brother,  
The kind that is *real* and all right.

I listened astounded,  
My heart loudly pounded,  
For now I was meek as a lamb.  
I felt funny-feely,  
Since Santa was really  
The brother of . . . Uncle Sam.



# P O S T U R E



The two chief enemies of grace and loveliness, generally speaking, are heaviness and bad posture. Exercise will go a long way in correcting both faults. Remember that exercise should be a habit, not a chore. By doing only a few, but doing them daily, you can begin to improve without hardship or unnecessary fatigue.

The athletic girl develops a natural posture which is often envied by her friends. Dancing or tennis can develop posture, but you can also acquire a lovely physique by practising these exercises.

## PERSONALITY

by

Lola Albright

STAR OF EAGLE LION STUDIOS.  
SOON TO BE SEEN IN TULSA



From the same position on the knees, bend backward as far as possible, bracing the hands on the floor behind you, and push up.



From a kneeling position, clasp the hands behind your back. Bend forward, with the head 'held' high, then lower and touch your head to the floor. Return to the original position and do this ten times.



# Marriage Laws

## PART THREE CONCLUSION

In the past two issues, I have stressed the dangers of chaotic marriage laws which often deter and do not encourage early marriage, as a remedy for millions of sex starved men and women in America. And we all know the confusion of laws governing sex crimes in all the states of the nation. A sex act that is legal in one state, becomes a crime just across the nearest state line.

It is no wonder that young men and women are bewildered at thoughts of sex and marriage. When a young fellow reads about a married man who has gone to jail for lack of alimony payments, or forced to give up half his fortune to a wife of three days' duration . . . such a young bachelor is frightened at marriage, instead of turning to it as the wholesome answer to his biological impulses.

### MARRIAGE IS A DANGEROUS GAMBLE

In certain states, marriage means a risk of freedom and fortune that no business venture could endanger. And divorce has become such a racket, that the price for obtaining freedom from marriage bonds, would scare any bachelor who isn't a playboy or gambler at heart. Only the man or woman who has nothing to lose in wealth or emotional strength, can look at marriage under present laws, as other than a dangerous gamble.

In the sex world, of course, the only alternative is mating without the sanction of the law, which is a crime in three fourths of the States. According to Dr. Kinsey's Report, more than 95 percent of the males are sex-law breakers in some form or another.

The only answer to this pandemonium of passion, is young and happy legal matings. But if



*Dr. Kinsey*

marriage laws are preventing such—what can a young man and woman do, who want to be honest and law-abiding and not hypocritical?

I believe that America should bridge its whirlpool of chaotic marriage laws. And that stop-gap is a **LEGAL MATING CONTRACT**—as one would enter a partnership agreement in business, in addition to the ceremony legally required by Church and State.

### A CONTRACT IS SACRED

If a young man and young woman make such an agreement in good faith, and live up to it—who is to say, they are evil? Let him (of the Kinsey 5%) *without sin*, cast the first stone!

Any intelligent lawyer can draw up a **LEGAL MATING CONTRACT** including provisions of property and obligations, as the parties see fit. And also provisions for discontinuing the contract in accordance with partnership agreements. The protection of offspring from such a mating will be covered in the contract and be even more binding than a marriage certificate. And property rights can be definitely protected.

There is one great advantage of the **LEGAL MATING CONTRACT**. Its discontinuance does not mean a court-room battle and emotional excitement and bitterness often resulting in nervous prostration. The provision for such discontinuance is known in advance to both parties, and only the decision of the break would cause mental disturbance.

### THE BUSINESS OF MARRIAGE

Although it shouldn't have to be—marriage today IS a business. One must work at marriage to make it perform and last. And there has to be a "meeting of minds" if the gamble shall be taken out of matrimony.



# Are Out of Date



## LET THE CRITICS CONDEMN

Of course, the critics will cry: "Marriage is an act of God—not a business contract." But many a business contract has more godliness and fair-play in it, than a marriage arrangement performed by a man "supposed" to be God's representative. The answer to the old cry "What God hath joined together, let no man break asunder", can be answered "What God *hath* joined together, no man *CAN* break asunder!" And how many marriages are really joined by God? The trouble is . . . too few marriages are joined with any sense of godly understanding. But a *Legal Mating Contract* would not be signed in ignorance of the provisions. Mother Nature strikes down those ignorant of her laws. Thus, God must be on the side of intelligence, as well as faith and love.

## THE PERFECT WEDDING

Therefore, the salvation of the wedding ceremony, is a combining of the spiritual consecration of marriage, with the true legal intelligence of a business agreement which demands a "meeting of minds" as well as emotions: and not

an unlimited mortgage with "confounded" interest. Until such a utopia has been reached in every State of the Union—the chaos of marriage and sex laws will continue to bring sex-starvation or sinning to millions of Americans who thrill with conviction when they sing a song ending with the words: "O'er the land of the free, and the home of the brave."

How can we be free or brave, under existing marriage laws. . . . I ask you?

Too many young people take the wedding vow as though it were just a matter of form and not fervor. They have no understanding of obligations, and leave most everything to chance or fate. Even a church wedding carries little comprehension of commitments. No business partnership could endure with the "take-it-for-granted" attitude of the average bride and groom. Only the rich party knows that he or she is signing a mortgage. For marriage under present law, IS a mortgage on the future, far beyond what any legal contract in the financial world could ever demand. Its rate of interest can be usurious in health and wealth, often taking not only its pound of flesh, but the blood with it.





By LYNN TEN BROECK

Let knowledge grow from more to more,  
but more of reverence in us dwell.

—Tennyson

In the olden days a mother used to whisper into her daughter's ear tender advice about love and obligations—about common sense rules in marriage. Now the girls know it all. Do they really?

**M**ARRIAGE is the only journey that begins at the destination—and is forever just beginning. It is the culmination of all the yearnings of love, of the mysterious sensations and impulses that fill the heart of youth and develop into conscious realization of the sexual power. Passion manifests itself in the desire for intimacy and the irresistible longing to bestow affection upon others.

The primal component of sexual choice is love, the hope of unsurpassed pleasure; the incidental element is the feeling of dependence. First love wraps the beloved in a garment of perfection. Youths and maidens feel hauntingly and inarticulately that there lies before them an endless and beautiful experience; feel as though in intimacy with the beloved there will be added powers unmeasured in terms of the ordinary unmated life. But actual living together is another thing—only the thought of living together makes a man or woman dreamy-eyed.

The best and most scientific definition of love was written by the poet Shelley: "That profound and complicated sentiment which we call love is the universal thirst for a communion not merely of the sense, but of our whole nature, intellectual, imaginative and sensitive."

The desire to love and be loved is inborn in all of us and the urge demands satisfaction in one way or another. The three most important needs for a happy marriage (in the order of their importance) are: Emotional Satisfaction, Economic Security and Spiritual Adventure. The second is impossible without the first; the last named one will naturally follow when the first two have been taken care of.





People marry for a variety of reasons and each partner's motives must be valid and be things they are entitled to. Marriage offers all the joys and fulfillments dreamed of, but these things come as the just reward of work well done and not as a free gift. An engaged couple will do well to honestly and sincerely discuss what each wants from marriage. Their marriage aims must be both similar and worthy. Understanding and mutual acceptance of each other's aims in marriage are essential for harmony. The five most paramount needs in marriage—and it is essential that both parties agree on this—are sexual satisfaction, companionship, love, desire for children and desire for a home. In love it is not only essential that the bonds of affinity be satisfied by the fusing with another, but also out of this union must grow a new and unprecedented creation. If one or the other does not want children, there is little chance for happiness or a lasting marriage. If a compromise is impossible, it would be better to break the engagement. Similar desires do not guarantee a good marriage—but they provide a firm foundation on which to start building.

A man thinks of marriage in terms of a home and family, a pleasant refuge to be enjoyed at the end of the day—throughout his life. To countless women, home represents merely social







**A GIRL WANTS TO BE BEAUTIFUL  
ESPECIALLY ON HER WEDDING NIGHT.**

prestige and the evidence of security. A startling percentage of women do not marry for love. Preferring security or social position above all else, they enter into loveless marriage with a man whose personality they hope to dominate. Lasting happiness has little chance of dwelling in a loveless home. Sex should be important and desirable to both men and women; pretense in any phase of love is soon uncovered as false. A decent man revolts eventually at having unions with his wife when she obviously neither wants nor enjoys them.

Men are not polygamists by nature, even though some recent reports state

that ninety-five percent of them have not remained faithful to one woman. The majority of women are potentially perfect lovers. Lack of sufficient sex-knowledge prevents the young man from giving to her all her nature requires. A sequence of deep disappointments follow which culminate in the longing for a fresh adventure, a secret craving for another experience with a new partner. They hope to find what they could get from a perfect marriage—what they could get from their own marriage if they but knew more of sex.

Through ignorance of sex-laws and sex-knowledge which was the heritage of much less civilized tribes, married couples often destroy the very thing for the growth of which their hearts ache. So great is the human soul that much of its beauty is obscured by nearness: To be perceived in its true perspective, it needs distance between it and the beholder. With more knowledge of sex, they could find in their own marriage the sense of fusion with another in the romantic experience which, even tho it be a delusion of the

**THE MAN, ALSO,  
HAS HIS MISGIVINGS.**





senses, is yet one of the most precious things life has to offer.

Each coming together of man and wife, even if they have been mated for many years, should be an excitingly fresh adventure: each winning of the beloved should necessitate a fresh wooing. When the attitudes toward sex of both husband and wife are right, the difference in the frequency of desire for intercourse and the ability to achieve orgasm simultaneously are adjusted to mutual enjoyment. Companionship and sexual satisfaction are ingredients of enduring happiness in marriage, and a happy marriage can be the sum total of life happiness. A loving wife is not content (as too many wives are) to be a meek passive instrument for her husband's pleasure, she desires to play an active part. With sufficient knowledge of sex, she knows that without mutual participation neither can fully complete a joint consummation or experience the full joy of a loving union.

Sex and health are closely allied. Poor health drains off the robustness of body and temperament which is needed to withstand the daily problems of marriage. Many a wife believes she is lacking in all sexual feeling and does not reciprocate in the sexual act. It may be that she is suffering from general physical weakness, in which condition it is not to be expected that she will have enough surplus vitality to enjoy the marriage relation. In this case, she should build up her general health through a regime of regular exercise, plenty of bathing, proper food, and a great deal of sunshine and outdoor air. Air baths have a very tonic and soothing effect upon the nerves. Irritability and undernourishment are impelling reasons why numerous couples find themselves divorced.

Many women have need to ask themselves whether they have the right mental attitude toward sex and the marriage relation. For generations women have been so trained to look upon this physical relationship as something to be condemned, that they have developed an abnormal state of sex-suppression. They do not dare to follow their own natural impulses and they do not realize how unnatural their condition is. They live in a constant state of mental conflict which is most detrimental physically and mentally. If they could realize that the physical impulse which comes to human beings serves a high and noble purpose and that it is only its abuse which we need to guard ourselves against, they would



THESE ARE SUCH PRECIOUS MOMENTS OF LINGERING AND WAITING...



gradually free themselves from this unnatural bondage to old-time Puritanism and eventually come out into the freer life of the normal individual.

The average human being needs a normal physical expression and in the successful marriage, husband and wife cooperate to find out what is the basis of their mutual satisfaction and highest happiness. Sexual maladjustment is the real cause of divorce in at least three out of four cases. Knowledge could supply an element of charm and mutual gaiety often lacking in the wife's relation with her husband. Before marriage she should learn the many subtleties of the stimuli which give not only an added physical delight but an increased completeness and enhanced health value to the normal act of union. Mating should be as joyously perfect as possible.

The true love of mates will always be the incomparable experience. Together they can achieve what would have for ever remained unattainable had they continued as individuals. The resulting happiness of a perfect mating enhances the personal vitality, rendering one not only capable of gifting the community with children but also increases the value of one's particular work, the results of which should be shared by society as a whole.

Marriage is entering the unknown with a stranger with the sincere intentions of cooperating to become one. Only thus can you meet and master



the problems of life by striving to enrich all others. All human success is founded on cooperation. Nearly all unhappiness is due to lack of striving to benefit others. Marriage today begins with one strike against it, in that husband and wife rarely work together

in the same kind of jobs. Few couples are so fortunate as to have companionship that goes beyond the usual domestic functions by working together, or by being partners in business.

Within recent years many of the causes of happiness or unhappiness in marriage have been discovered. Most of them are based on lack of knowledge of the human body and the false attitudes toward sex. There is an increasing need for intelligent guidance before and during marriage. Planned education in sex and marriage should

start in childhood. It is not enough to read the right book or visit a doctor just before marriage. Ignorance about sex when they were sex-curious children causes more damage to love and marriage than anything else. Children should grow up to be unashamed of their bodies. Most marital unhappiness is associated with unhappy childhood background; happy marital adjustment is a reflection of successful marriage on the part of the couple's parents.

Wholesome sex relations are the cornerstone of marriage. If your marriage is happy and lasts overnight—then forget about wondering if it will last for years. Just make certain that it lasts over each succeeding night.



# Roller Skating

## To DYNAMIC HEALTH

*Right:* Jimmy Murray and Helen Hayes of Mt. Vernon Arena, take a bow for their excellent Mixed Pairs performance at the opening of Paterson Recreation Center, Paterson, New Jersey.

*Below:* Doing her figures, and cutting a fine figure herself, is popular and lovable Diane Lanzotti at Twin City Arena. Roller Skating since she was five years old, Diane took the first place title in the 1948 Nationals in Junior Ladies' Figure Skating.



*Right:* The most famous twins in roller skating, Shirlee and Charlotte Ludwig, with John Callahan and Jude Cull, placed third in Fours in the National Roller Skating Championships.







# Teen Ager

Teen Ager are neither wild nor bad—they are the pride and beauty of the young and growing America. They have their own glamour and appeal. Here are the reasons why . . .

By BERNARR MACFADDEN

NATURE gives to each age its own special kind of appeal, compensating for the end of one age by giving a new appeal to the new stage of growth. The truth is changeless; the truths established by our ancestors are still good. The sex appeal of the teen ager is the special appeal of the flower; the poetic thrill of a bud opening into a full-blown rose; a young mind offering and unfolding itself to the influence of divine wisdom, as the rosebud turns its sweet blossom to the sun. Youth gives us dreams to dream, sings melodies to the night, wakes at dawn with winged heart. All too soon these good things pass; not lost, but transformed into a more mature appeal.

For many years I have been teaching people of all ages the physical facts about the origin of life. But right sex psychology is even more important than knowledge of physiology. To know the bald facts without understanding the ethics of sex behavior would not help much. So I am talking now to the teen ager, that is to say, my fair young readers, directly to you.

Above all else you long to have power over people. You want to be able to fascinate and charm. You long to know the secrets of fascination. You read with eagerness all the fiction you can lay



your hands upon. You go to the theatre regularly. Even more frequently you go to the moving pictures. You read about fascinating women—and all the time you are searching for the secret of fascination and charm. You think it is something outside yourself and you try to find it so as to add to what you already possess. It is for this that you use

rouge and lipstick and sometimes an excessive amount of powder.

You want to be a success in securing and holding the attention of the men whom you meet. You want to feel your power to sway the hearts of men. You measure your success by the number of swains you have waiting in attendance upon you. You were intended to have power over the hearts of men—not for your own gratification but for great and compelling purposes. You were intended to have charm and fascination. The secret of this lies within your own womanly nature.

You can increase your powers to fascinate and charm by coming into a truer understanding of yourself as a woman. Sex-power is creative power. It expresses itself not alone upon the physical plane in the reproduction of the species; creative power expresses itself also upon the mental plane.

The man or woman who conceives a great enterprise, works out the plans, directs them, brings them into existence upon the physical plane, is using creative power. The writer, the sculptor, the architect, the musician, all are using their creative powers upon the mental plane. We cannot separate the mental from the physical. They are closely interwoven, one dependent upon





# have a special kind of Sex Appeal

the other. We find the mental creative powers developing as the physical creative powers develop.

The reproductive organs may be looked upon as a dynamo through which the electrical energy of creative power is given to the human being. From this dynamo, energy is sent out over the wires of the reproductive system to the creative centres of the brain and other organs of the body.

In the past, womanhood has been looked upon as a burden. Women have been called the "weaker sex." That idea, fortunately, is beginning to disappear. Woman is proving that she has her own strength and physical power. Her life is no longer restricted from earliest years onward until she is made to appear weak. The little girl is dressed with as much regard for physical freedom as her brother, and is encouraged to exercise her body in every possible way.

The teen agers of the present time are expressing their independence and at the same time their natural wisdom in their low-heeled shoes, their frank discussion of health and sex problems,

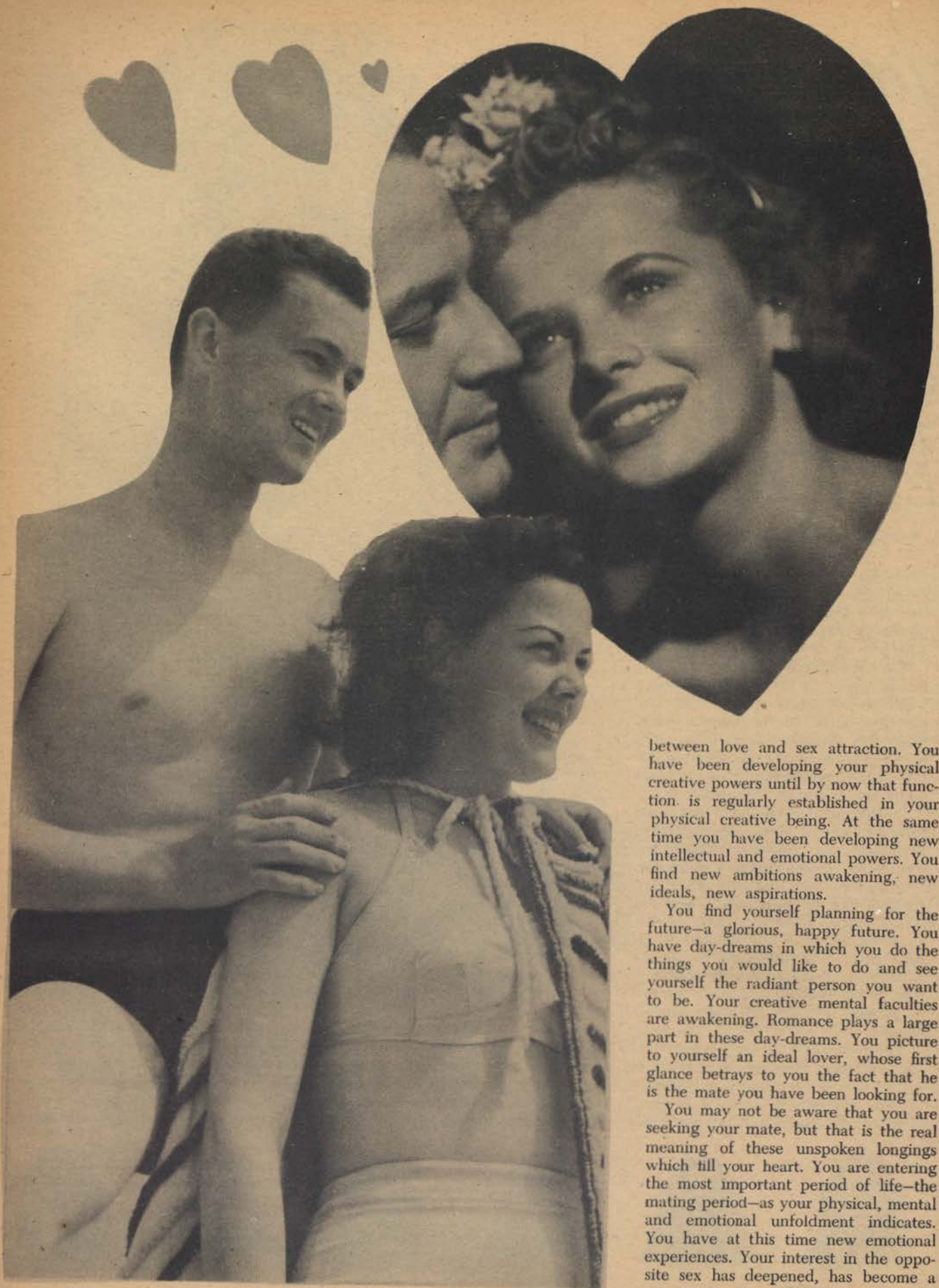
and in outdoor activity. Girls are taking a larger part in athletics than ever before. There is hardly any form of athletic activity in which girls are not having contests among themselves, often with men, and making records of which

they do not need to feel ashamed. As a result of this new healthy-mindedness on the part of girls there will come a natural understanding of her reproductive system and its needs.

Let us consider now the distinction







between love and sex attraction. You have been developing your physical creative powers until by now that function is regularly established in your physical creative being. At the same time you have been developing new intellectual and emotional powers. You find new ambitions awakening, new ideals, new aspirations.

You find yourself planning for the future—a glorious, happy future. You have day-dreams in which you do the things you would like to do and see yourself the radiant person you want to be. Your creative mental faculties are awakening. Romance plays a large part in these day-dreams. You picture to yourself an ideal lover, whose first glance betrays to you the fact that he is the mate you have been looking for.

You may not be aware that you are seeking your mate, but that is the real meaning of these unspoken longings which fill your heart. You are entering the most important period of life—the mating period—as your physical, mental and emotional unfoldment indicates. You have at this time new emotional experiences. Your interest in the opposite sex has deepened, has become a





more vital part of your life. You think about them constantly. Your conversation centers around them. You are stimulated to greater vivacity and coquettishness by the presence of one or more of them. This attraction seems to be mutual, and any social gathering of young people quickly finds itself divided up into pairs. There are new physical experiences in this association. If your hands chance to touch, there is an electric thrill which passes up your nerves such as you never experienced before. You wonder if this can be love. The glances that you interchange have a similar effect.

You do not quite understand the meaning of this and so you are anxious to experiment. From an accidental touching of the hands comes a lingering handclasp which gives you a still stronger thrill. Your heart begins to beat a little more rapidly. You are beginning to be quite sure that this is going to develop into love.

The next time you two linger in some romantic spot, his arm goes about your waist and you feel yourself drawn into a closer embrace. You resist, it may be, and yet at the same time you feel in-







clined to yield. Then comes the first kiss and you know at last that you have found love. Yet it may not be love at all.

You have given yourself up to a sex-attraction, which is a predominant factor at this period of your life. It is quite likely that you may discover for yourself a little later that this is not after all lasting love.

As you become better acquainted with the young man, your judgment begins to work; your critical faculties begin to tear him to pieces and you find that he is not at all the sort of man you could care for throughout your whole life. Eventually there comes a quarrel for some unimportant reason—and your little romance is over.

You do not give up your search for a mate, however. Consciously or unconsciously, you continue to look into the eyes of every man to discover if there is a message there of great import to you. He, also, is looking for his mate, searching your eyes for an answering glance.

Not knowing how to differentiate between sex-attraction, which exists between all men and women in the mating period, and that deep, true and abiding love, which belongs only to two souls suited to combine into one completed human being, you may continue to enter into fleeting attachments. You may be perfectly serious in these passing romances or you may have reached the attitude of minds of so many of the young people of the present time. They are coming to look upon love as



a sort of game which may be played at this period of life.

You expect every young man of your acquaintance to make love to you. You lead him on, perhaps, just for the fun of the sport. You see no reason why you should not allow him little familiarities that you feel would have no serious consequences. You join with others of your group in having "petting parties", and because you and your friends are indulging in this form of procedure together you see no harm in it. It's quite the thing, and you feel that you would look foolishly priggish and very unsophisticated if you protested against anything of this sort or refused to allow yourself to be drawn into it.

What is the meaning—the real meaning—of this alluring glance, this overpowering sex-attraction, these thrills that give so much keen enjoyment? Why do these things exist in our lives if not for our personal enjoyment? Without doubt this is the unspoken thought in your mind.

You are right in thinking there is a meaning to all these experiences and a purpose to justify their existence. Let us search for that meaning and that purpose.

The fact is, that two things are essential to the continued manifestation of life upon this physical plane. One is the continuation of the life of the individual, the other is the continuation of the life of the race. In order that the life of the individual may be sustained, continual nourishment is needed by the body. If the getting of food were left solely as a duty to the human race, there are many, without any doubt, who would consider it too great a burden to fulfill that obligation. They would neglect to feed their bodies just as today they neglect to care for them in other ways.

A wise Creator has foreseen that mankind would not properly fulfill this obligation if it were left simply and

*(continued on page 50)*





# "ONLY A COLD!"

Dr. Alsaker Outlines a Quick Remedy for  
that "Mild Cold" which, if Unchecked, May  
Result in a Serious Respiratory Disease



BY RASMUS ALSAKER, M.D.

"IT IS only a cold" is an expression frequently used. But only a cold can turn into serious complications, some of them annoying and even dangerous enough to make life quite burdensome. Sometimes matters will continue to go from bad to worse until only a cold terminates life.

First, last and always our advice is not to neglect any kind of cold, whether it is a spring or a fall or a winter one. All colds can be quickly eradicated if treated immediately and rather drastically. Many colds may be difficult to conquer if they are not correctly treated.

Here is a home treatment for colds that has worked successfully every time it has had a fair trial. It must be emphasized that this home treatment does not work

so promptly and completely if the cold is permitted to take possession and rule the body for awhile. Here is the treatment:

(1) Immediately on realizing that you are taking a cold, stop eating and put nothing into your stomach except water and lemon juice.

(2) Get the intestines cleansed immediately. It has never been my policy to advise or prescribe purgatives, but here is an exception where such a procedure can save one from much trouble. Immediately take a quick-acting purgative, following it with hot lemon water made by adding the juice of one-half of a lemon to a glass of comfortably hot water. This makes the internal cleansing more rapid and complete. Citrate of magnesia is one of the mildest of purgatives, and if it is used, an adult should take a full twelve-ounce bottle. Please realize this is only an emergency measure and is not a recommendation for a person to use purgatives habitually. A cold is an emergency.

(3) Get into a tub of water as hot as you can bear it and stay there until the perspiration rolls off the forehead. Then quickly dry off with a bath towel, wrap up in a warm robe and go to bed.

(4) Rest in bed for one whole day and during that day live on nothing but all the water and lemon juice you desire, taking perhaps the juice of three lemons during that twenty-four hours.

Frequently this breaks up a cold in one day, but if it does not, continue to live on freshly expressed fruit juice and water for another day or two, having either grapefruit juice or orange juice on the second and third days, with an abundance of water.

I have been told at frequent intervals that various persons have used this cold cure without the good effect promised. On inquiry, it was discovered that they did not start the cure in the beginning of the cold but permitted it to continue day after day. Certainly, it does not work so well then because the cold gets too firm a grip on the body. But to my knowledge this cure has worked well with hundreds of individuals when the treatment was instituted at the very beginning of the cold.

Only a cold, but what damage it can do! Those of you who have lived in St. Louis, Missouri, have undoubtedly heard much about the famous tornado of 1896. In 1918 a woman who had been in the midst of that tornado consulted me about a cold she had acquired during that famous windstorm.

Her home was in the midst of the path of the tornado. She was the only one at home. She happened to be working in a corner of a large room when the tornado struck with full fury and wrecked the house in such a way as to leave her without any means of exit.

The shock of being trapped for hours lowered her resistance so that she was left with a severe cold in the head. This gradually extended to her throat, then to the bronchial tubes and finally it left her with a slight touch of asthma. In this case merely a cold left one woman miserable for a period of twenty-two years, going from bad to worse. Why? Because she did not know how to eradicate the first cold and because her habits of life were such that her body was unable to throw off the incubus.

When I first saw her she had a slight bronchial asthma which occasionally made her sit up during the night to get her breath. She was also afflicted with constipation and a toxic condition of the body. She was then living the conventional way, subsisting largely on white bread, meat, potatoes and pastries, while taking too little of the protective foods which are chiefly fruits, vegetables and milk. In her case, milk had to be omitted for a while, because the more milk she took the worse she felt. The reason for this was that she was somewhat allergic to milk, cream and cheese, as are most persons with a catarrhal tendency.

Inasmuch as her recovery illustrates what can be done when a cold has been permitted to remain not only for months but for years, here is an outline of the way she was treated:

Because she had been housed too much, she was told to go out for walks, starting with a mile walk daily and gradually increasing it. (continued on page 49)



# *Bernarr Macfadden's* All American Football Team

Selected from Players of the  
Last **50** Years

Below

BACK

**SID LUCKMAN** COLUMBIA



LEFT END  
**DON HUTSON**  
ALABAMA



Above

CENTER

**MEL HEIN**  
WASHINGTON



LEFT GUARD  
**GEORGE CONNOR**  
NOTRE DAME



BACK  
**SAM BAUGH**  
TEXAS CHRISTIAN





BACK  
**JIM THORPE** CARLISLE



BACK  
**BRONKO NAGURSKI** MINNESOTA



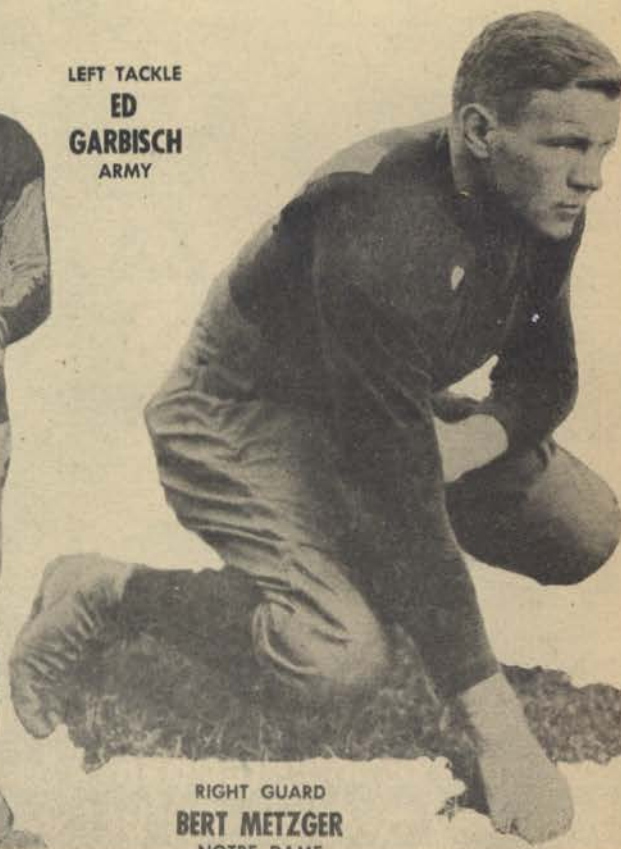
RIGHT END  
**LARRY KELLEY** YALE



RIGHT TACKLE  
**MARTIN RUBY**  
TEXAS A.&M.



LEFT TACKLE  
**ED GARBISCH**  
ARMY



RIGHT GUARD  
**BERT METZGER**  
NOTRE DAME



# *One of the Greatest Killers in the World...*

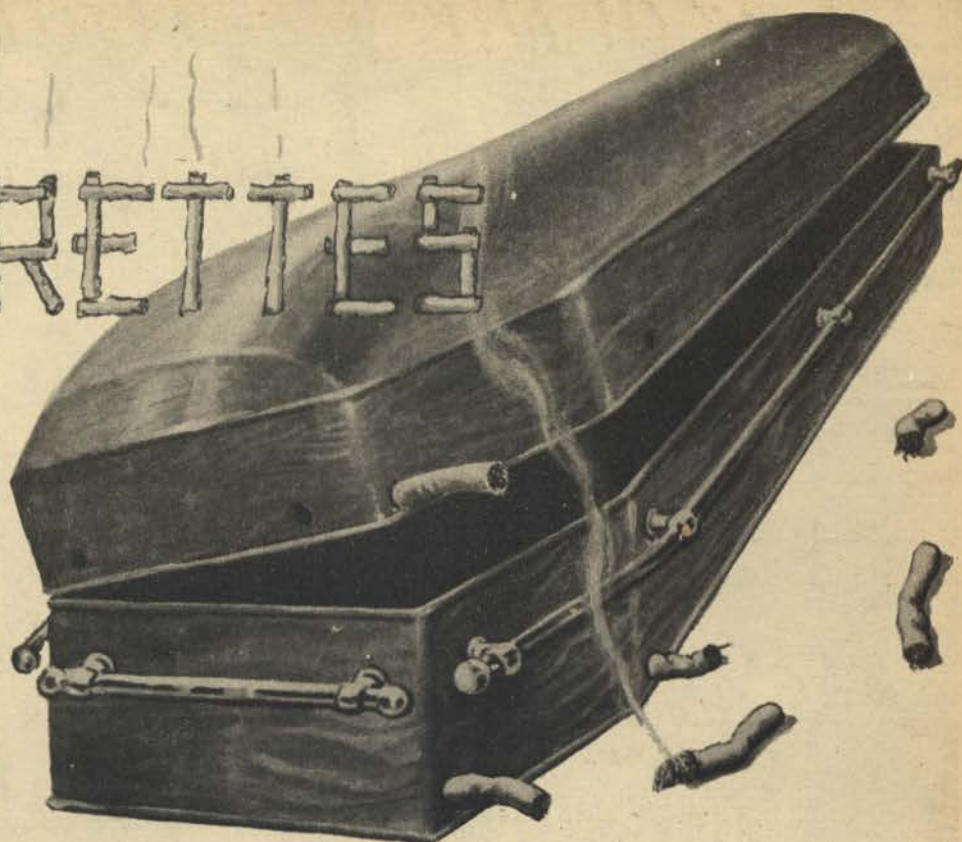


**(The Cigarette. See it in his hand—almost grinning in fiendish delight—as the President's face grows drawn, his breath gasping, only two months before his death.)**



# CIGARETTES

In the entire history of the Presidents of the United States, there is not one picture more pathetic than this. One did not have to be a doctor to know that President Roosevelt at Yalta in February 1945 was a weak man physically, and needed all the strength he could preserve. Still, his doctors let him smoke cigarettes, putting extra pressure on a laboring heart that finally couldn't take it.



**T**HE Cigarette, the most virulent form of smoking, is a definite cardiac poison, not to mention its effect on the brain, blood vessels and lungs. Thousands of doctors have seen the cigarette weaken strong men, lessen keenness in athletes and cause young men and women to fade under its influence.

Virility is the victim of the cigarette. Many a divorce can be laid to it. Older men who do not smoke cigarettes, are more virile than younger males of the cigarette habit.

Strength of mind or body cannot endure a continuous fast pulse. It takes only  $\frac{1}{4}$  of a cigarette to increase the pulse rate. Ten cigarettes a day will keep the pulse fast all night. Nicotine cannot be thrown off quickly. It takes even longer than alcohol.

Consider this statement by a fearless physician, Dr. John Harvey Kellogg: "The increasing prevalence of heart disease is alarming members of the medical profession who are themselves frequent victims of cardiac disease. . . . chiefly because of tobacco poisoning." But too many "modern" physicians are prejudiced, either by their own weakness of cigarettes or by a ready tobacco subsidy to prove tobacco harmless. It seems expedient to remain silent. Heart specialists will admit that "diseases of the coronary arteries and arteriosclerosis are frequently

## By THE PHYSICAL CULTURE REPORTER

complicated by the use of tobacco."

A prominent Army Air Force hero stated that he was cautioned against smoking before night flights over Germany. The reason given, was that nicotine cuts the flow of the blood to the retina by narrowing the bore of the blood vessels of the eye. This may cause a 15 to 30 minute delay in the time required by the eyes to adjust themselves to dim light.

According to Henry G. Hadley who made an exhaustive study of the effect of tobacco on growth, longevity and metabolism, for the Medical Record; cigarettes used by the young, produce a decrease in average height and weight. They lessen life expectancy and increase the rate at which body tissues are built up and torn down.

Why do people feel drowsy in a room full of tobacco smoke, and frequently have headaches from such? Because all tobacco smoke contains monoxide. Smoking while driving in a closed car can cause automobile accidents. Aviators who smoke, need more oxygen at lower altitudes than a non-smoker. Carbon monoxide inhaled and into the blood, causes the body to use up oxygen faster than usual. The authority for this is the Indiana State

Medical Journal.

Women cannot stand tobacco intoxication as well as men. Children have poor tolerance to nicotine. A person is more sensitive to tobacco after loss of blood. "All tobacco in the American market contains arsenic, many brands in quantities fifty times greater than allowed by Pure Food Drug Laws," so says the Medical Digest.

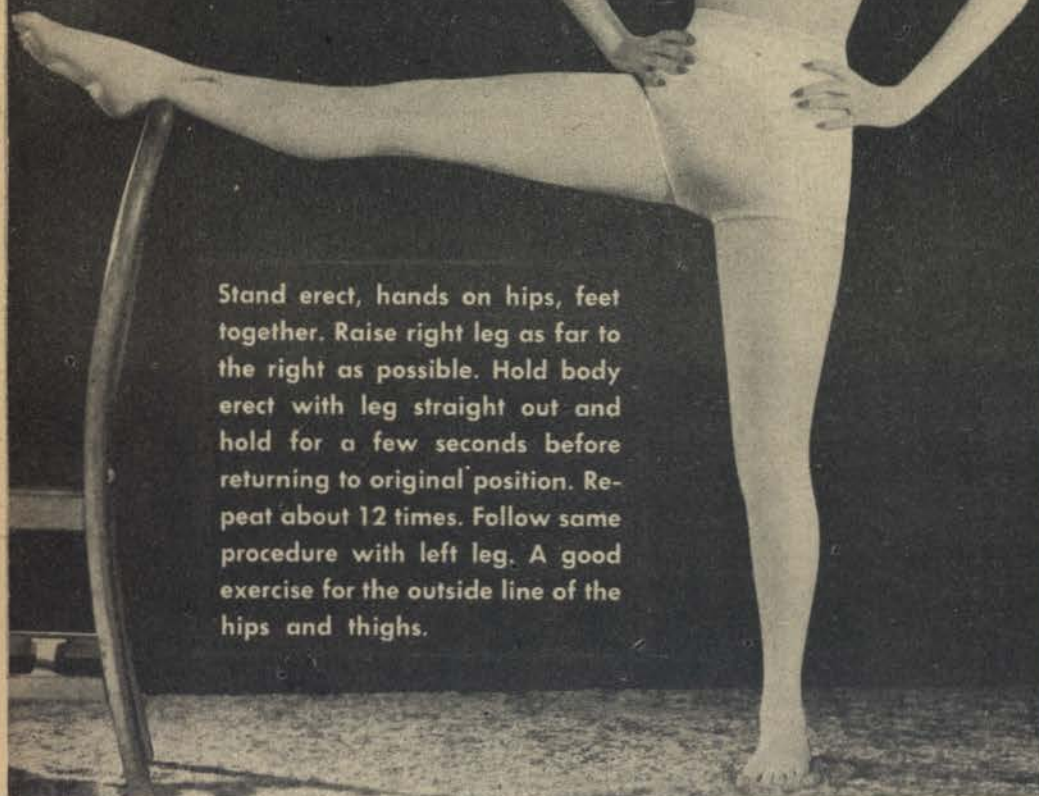
All in all, the efficiency of the mental and nervous system is lowered about 10 percent by the habit of cigarettes. Losses occur in mental accuracy, rote-learning capacity and imagery association. "Nicotine is one of the most deadly poisons known to man. Some conception of its extreme toxicity may be gained by comparing it with hydrocyanic acid which is of approximately equal potency," so said the Journal of the American Medical Association many years ago. Why not, now, that cigarettes are such a menace?

The Cigarette helped to kill Wendell L. Willkie in the prime of life. We know what it did to Franklin D. Roosevelt. Both men smoked more than two packs of cigarettes a day.

"Now is the time for all strong doctors to come to the aid of their profession," and defy the cigarette subsidy. And smokers in their teens, should be told the truth by the Government, as well as doctors. WE cannot afford a de-vitalized nation.



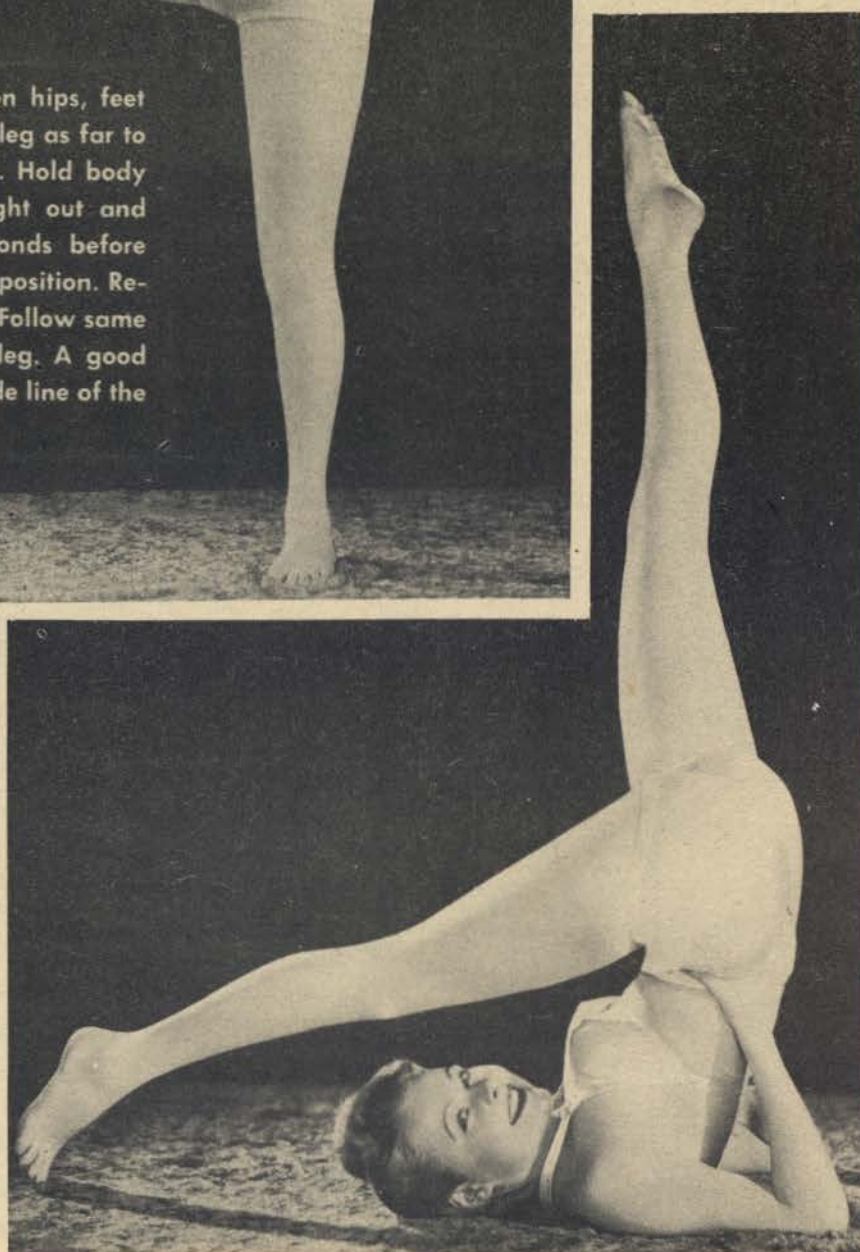
# The ABC to



Stand erect, hands on hips, feet together. Raise right leg as far to the right as possible. Hold body erect with leg straight out and hold for a few seconds before returning to original position. Repeat about 12 times. Follow same procedure with left leg. A good exercise for the outside line of the hips and thighs.

## Right

Lie flat on back. Raise legs above your head, supporting yourself with shoulders and elbows as illustrated. Bring right leg forward until it touches floor, keeping the left leg erect; then raise right leg back to original position simultaneously lowering the left leg. Repeat 12 times daily.





# HEALTH, BEAUTY *and* FEMININE APPEAL



## *Above*

Sit with legs crossed in front of you tailor-fashion, extending arms to side for balance. Rise to standing position resting the weight of your body on the outside edges of your feet. Your legs will remain crossed as you rise. An exercise difficult at first, but it becomes easy in a few days.

## *Left*

Hold back of chair or other object for balance. Raise right foot backward by bending knee; try to touch the buttock with foot. After flexing leg swing it backwards from hip without bending upper part of body forward. Repeat 6 times with each leg on the first day, adding one or two counts every day.



# The ABC to Health, Virility and Masculine



For the shoulders and back — stand with feet apart, arms outstretched. Touch left hand to right toe, and right hand to left toe. Do ten times

A good exercise for the small of the back. From a standing position, with feet apart and arms stretched overhead, bend down and touch floor with the fingertips. Repeat ten times



# Appeal



Here's a good spine twister. With the feet placed not too far apart, stretch the arms out sideways and then swing the torso vigorously right and left. Repeat ten times.

For back, hips and waist—hold medicine ball between legs and swing it to shoulder-high position. Be sure not to strain. Do slowly until tired.

## A STRONG BACK MAKES A STRONG MAN

**J**UST as the back line is important in Football—so is the back of a man important in his daily activity. No man can feel his best when his back is weak.

It has been said that the spine is the foundation of the body. Many figures of speech have been based on this part of the anatomy, such as, "She turned him down because he had no back-bone."

The "electric" center of the nervous system is in the spinal column. Weakness in any part of it may be the cause of illness and pain. Soldiers wounded in the back have been unable to walk. Spinal injuries cause paralysis. Football players are judged by the physical strength of

their backs. No man can be tackled with safety and withstand injury if his back is weak.

With men who never exercise, there is constant danger of twisting the back or catching cold that will confine them to bed for days. Even a slight stumble may wrench a weak back into days of pain and disability.

A strong back is good insurance against sudden misfortune, especially in the winter when a slip on the ice may confine you to bed for a long period. Lumbago looks for weak-backed victims.

Why not keep *your* back strong and stay fit and protected from any unexpected turn of fate?



# DO MEN WANT

## *Chastity in*

By JUSTIN KASE

a husband lives with a wife who craves other men, as a 'mental adulteress', then we have only 'legal harlotry', which is worse than 'mistressry'."

A bachelor from Bangor, Maine, said: "How many young women really have chaste minds, free from sex imagination? I have met darned few. So even if I did prefer chastity in women, it doesn't exist, psychologically at least. Of course, if I were a materialist, I'd think only of the body of a woman as did the dukes and lords of the days of 'chastity belts', made of iron and padlocked. But padlocks to safeguard virginity, are out of style today. The modern man wants to marry a mind as well as a body. And unless that mind is clean, sooner or later the chaste body will become unchaste. Whereas, a girl can be unchaste and still know true love and make a fine wife when her unchaste affair is made legal and therefore, chaste . . . or even if she drops that man and falls in love with a better one, the same as that which happens to many a married woman who becomes divorced and takes on another mate. What's the difference between a good mistress and a divorcee? I don't see any? Both are chaste in my mind. When I marry, I will want that girl chaste of mind, *healthy* of body; and with those two conditions, I don't worry about her past—but only her future, and mine."

And consider this philosopher from Kansas City, Kansas: "In the past, any woman who had sex experience out of wedlock, was considered unchaste regardless of circumstances. The motive for mating is love, not passion. Passion usually *follows* love. Any girl whose true love has been the cause of her un-

OF nearly one thousand men interrogated on the subject "Do You Want Chastity in Women," more than 80% qualified their answers. Very few replied with a direct "yes", which was the 95% response back in the gay nineties. . . . in 1899 to be exact.

Answers came from practically every city and section of the United States; and the ratio was very constant throughout the entire country. Some men confused virginity with chastity; but the true definition of chastity was given as follows: "Virtue or purity of body with respect to *unlawful* sex relations."

Husbands of course, demanded chastity in wives, but were not so consistent in referring to single women and widows. Therefore, these statistics do not cover married women living with their husbands. Bachelors were quite consistent, and so were divorced men.

An outstanding response came from a man in Miami, Florida. He had just divorced his wife for incompatibility. He admitted she had been a chaste woman for the two years of their marriage, but she had confessed (under an emotional upheaval) that on her wed-

ding night she was wondering what it would have been like, had she married the six feet two inch Judge who had performed the ceremony. She also admitted that often when her husband kissed her, she had been thinking of some stronger and more virile man. "If that's chastity", said the man from Miami—"then you can have it."

A good many other men commented more or less along that same line, for example: "I don't want chastity in women if due only to fear and not wish." Another said: "I want chastity in women up to the age of 25." And another reported: "Chastity must be mental and not just physical, to be any good." And a man from Seattle said: "I prefer an unchaste body with a chaste mind, rather than vice versa."

That comment caused quite a lot of discussion at headquarters. "When does unchastity become harlotry?" The best answer was: "Unchastity is not harlotry when only one man is involved, as a steady." In other words, the girl who is unchaste with only one man for the period of her "mistressry," is not a harlot. A better name would be "unmarried wife". A bystander added: "Where



# Women?

chastity, is not unchaste to my way of thinking, no matter what the outcome of her affair. If she later married the same man, she is just as chaste as though she had waited till her wedding night. It may not be wise—but still it isn't evil in the sight of moral law. . . . because you can't have true love in your heart and be evil. It is just a matter of impatience and lack of emotional control—not sin, as unchastity implies. When a virile woman really loves, she has to be a super-woman to fight off the man she loves, when he too becomes love excited. So as for me—give me the woman who believes in honest love—and who keeps her body clean as a good wife would keep hers. If that is unchastity—then mark me down for such."

To another, sin is flexible. This man from Atlanta, Georgia, said: "If by unchastity you mean promiscuity, then I'm agin it. But if you mean being a true mate to the man she loves then I'm for unchastity."

A man from Butte, Montana signing himself "a modern man", said "If unchastity hasn't affected a girl's body or her mind to the extent of preventing her being a good wife and mother—then my answer is "no".

A policeman from Chicago gave this report: "It all depends upon the cause of the girl's unchastity. A girl who enjoys free sex just for the thrill of sex, is fit for no man. But the girl who is unchaste because her love was too strong—can become a good wife, mother and citizen. Therefore, where unchastity hasn't made the girl a law-breaker or sneak—my answer is 'no'."

That officer of the law really spoke for 22 percent of the men interrogated.

Only 11 percent demanded absolute chastity in women regardless of circumstances. 9 percent wanted out and out unchastity and free love.

The rest qualified their answers as follows: 58 percent wanted women chaste only if they believed in chastity. A man from Los Angeles in that group put it this way: "I want chastity but not prudery—and wholesomeness but not spinsterism."

22 percent voted for unchastity if honest and not extreme. Thus, the *yes* and *no* total vote was:

69 percent for chastity in women.

31 percent for unchastity in women.

Fifty years' ago the vote was 95% for chastity and 5% for unchastity. What will it be in another half century if the 20th Century rate continues? By the year 1999 it should show 43 percent for Chastity—and 57 percent for unchastity. But reformation of the marriage laws in this country will give us a new conception of chastity, and sex will be given its honest day in the court of human relations. Such is the Physical Culture prediction—because health and truth are marching on.





# Ice Skating



To Sonja Henie, who was a three-time Olympic Champion and the world's figure skating champion for ten straight years, goes the credit for the tremendous rise of ice skating to unprecedented national popularity. Stars of **HOWDY, MR. ICE** are (left to right): Eileen Seigh, Skippy Baxter, Cissy Trenholm and Rudy Richards.



**T**HE greatest asset in life is a strong and well-formed body, a protection in adversity. It makes easier the great problem of living, which has always been the adjustment of the individual to his environment. A strong and healthy body enhances all one's pleasures and creates sensations of happiness which are largely independent of external circumstances.

When you come in contact with an unhappy situation, if you possess unusual vitality and vigor, if you are healthy and strong, with the poise and

power that results from a finely developed body, you may rise above all adverse situations. Even though you fall temporarily, you have the ability to rise again and conquer. All the vital forces created by health will rally to a supreme effort, and through this reaction may come the activity or the ideas which may carry you to achievements you would not have thought of before misfortune came.

Ice-skating helps to develop good health and reserves of strength and buoyancy. Your physical condition has



# *for* Grace Beauty—Strength

*By Jeanne Houston*



much to do with your happiness. A well-worked-out system of physical activity combined with intelligent diet goes far to correct mental and emotional difficulties and to create the inner sensation of happiness. The increased activity of heart and lungs through exercise brings a physical buoyancy which makes you feel as if you were treading on air, and life then begins to seem delightful.

It would be difficult to find a better constitutional exercise than skating. It compares favorably with walking, since

it is more interesting and requires more exertion; but of course its use cannot be as general as walking. Ice satisfactory for skating requires a particular kind of cold weather, and this can be obtained only in certain sections and at certain times of the year. Artificial ice is very satisfactory for skating and the number of these ice rinks increases each season. Skating on indoor rinks is not as interesting as skating on a larger body of water, or on a winding stream but it gives all the health advantages of this fine sport, especially now that

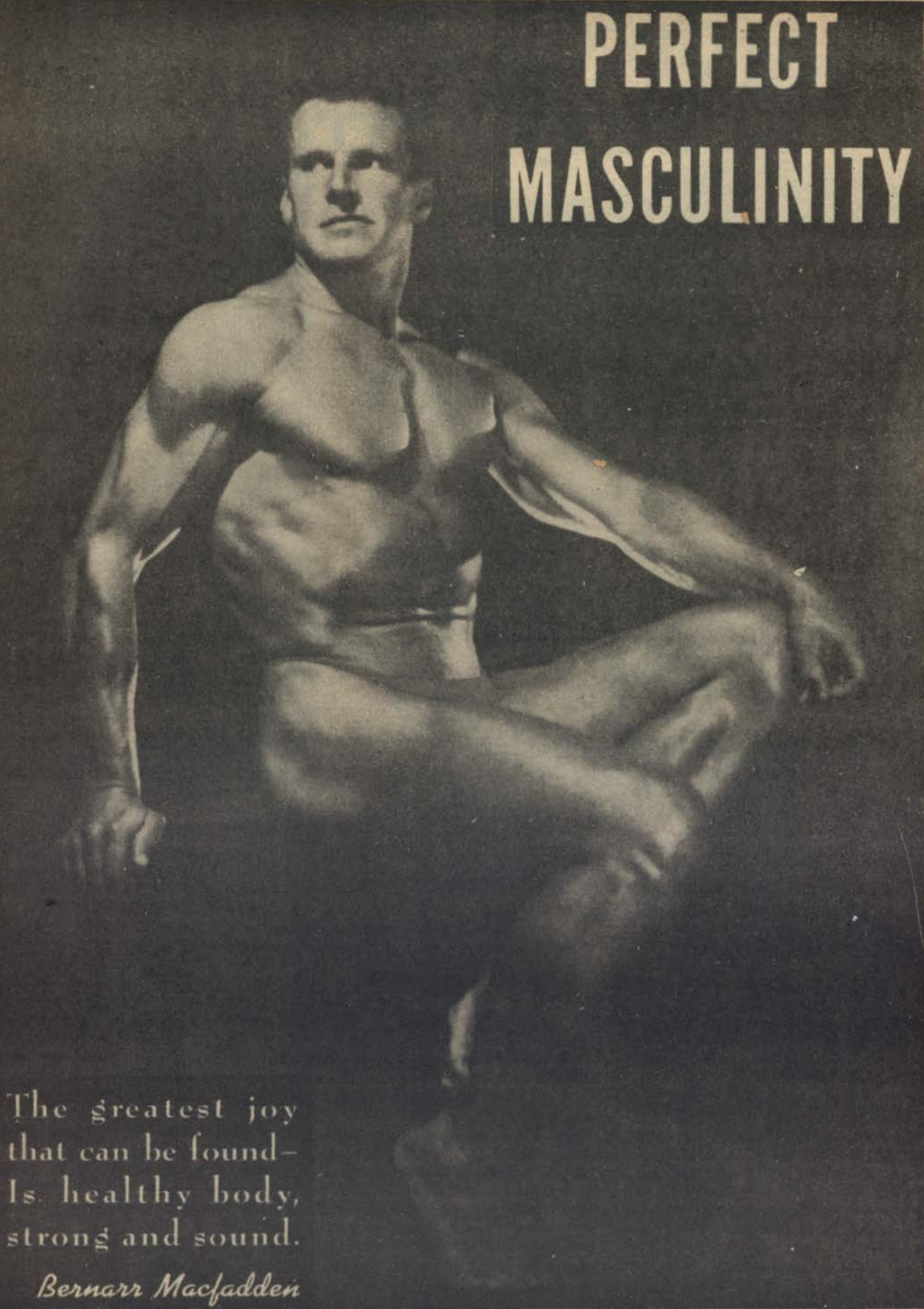
all such rinks include cold, bracing fresh air.

Skating for amusement has given rise to great interest in skating races and in fancy skating, and these are quite a feature at winter resorts and in large cities where indoor rinks are maintained. The Center Theatre in New York City has Musical Ice Revues the year round, presented by Sonja Henie and Arthur M. Wirtz. The Roxy Theatre has added an ice revue to their usual stage show. The Hotel New

*(continued on page 58)*



# PERFECT MASCULINITY



The greatest joy  
that can be found—  
Is healthy body,  
strong and sound.

*Bernarr Macfadden*



# Is There HOPE For The Unawakened Woman?

by FRANK KRUEGER, D.N.

IF AND when a survey of the sexual behavior of the average woman is conducted, the findings will probably be more amazing than the Kinsey report on the sexual behavior of the American male.

However, one prediction can be made with reasonable certainty regarding the outcome of the findings, and, that is more cases of the cold or frigid woman will be revealed than of any other sexual problems which may confront the average female.

From England it is reported that on a small scale survey of about 1000 married women, almost one-third were unsatisfied sexually. This is a large percentage, and there must be some underlying causes for this prevalence of unresponsiveness in the sexual life of the married woman. Actually there are many and varied causes the remedy for which will be discussed later in this article.

The cause may be physical such as lack of vitality and sexual vigor, also various painful and annoying afflictions of the female organs, and it is no little surprise to the one versed in natural health-building measures to find that women have these difficulties such as frigidity, congestions and inflammation of the female reproductive organs, and even cancer itself, when we realize how outrageous the dietary is in so many instances.

First of all, we have the highly deleterious effect of refined foods on the entire body functions, the large consumption of worthless denatured and processed white sugar and white flour products such as candy, carbonated beverages, white bread, rolls, cakes, pastries, cookies, refined cereals. Additional harm is brought to the vitality with all kinds of delicatessen products, alcoholic beverages and that abominable habit of cigarette smoking so many women and children indulge in today.

The radio hucksters who prod the consumer to buy more and more cigarettes are also helping to give that cigarette smoker more and more physical weakness.

There can be economic causes such as fear of not being able to support one's offspring resulting from sexual



There is hope for every person, every situation, every condition. There is hope for the unawakened woman.

relationship and general poverty.

Emotional strain from fear of pregnancy can produce an unresponsive attitude. It is true that one may need to make sacrifices such as cutting down on certain artificial pleasures or fun when an expectant mother and also when a mother, but this is a small thing compared to the warmth and affection of a new human being who is

your very own and has ever so many pleasant and interesting things to bring into your life.

Nervous tension can also be a cause and may result from improper parental training or lack of sexual knowledge, and not infrequently to the unromantic, aggressive, selfish approach of the male who regards his wife as his personal property and not as another human being to love and cherish in the proper manner.

Prudishness has been a factor in producing frigidity. For many years it has been responsible for much misery and for hindering proper sexual instruction, and many persons have made noble efforts to escape from it. But the escape is not easy because there are still many cramped minds high in authority who wish to maintain a mid-Victorian condition regarding such matters.

Through the ages girls have been told by misguided parents, guardians and others entrusted with the care of training children to look upon sex and sexual relations as a device of the devil and a certain evil if there ever was one.

How many girls were deprived of proper knowledge regarding their reproductive organs it would be difficult to estimate. In fact, these same girls would receive no information regarding such a natural phenomenon as the beginning of the menstrual periods. And, sometimes when menstruation began the girl would become terror-stricken, not knowing what was taking place and often think that some awful condition had developed which might prove to be a very serious one.

Such treatment of a young girl is cruel and certainly should be condemned.

Although excellent attempts are being made through the state educational movements to give appropriate sexual instruction, there are still many so-called moralists who conclude that the light-bearer who attempts to turn the light of truth upon sex problems must be an advocate of evil, whereas actually he is trying to expose an evil.

The general attitude of a woman also governs her sexual feelings, and this attitude depends to some extent

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# YOU CAN MAKE LOVE LAST

The True Story of the Romance of Bernarr Macfadden



**Y**ES, Friends, when Bernarr Macfadden called me that next day after our first date together, asking me to come to his office saying he had something very important to discuss with me, I was very eager to know just what he had on his mind. I was soon to find out, he is a very direct, outspoken man and makes quick but thoroughly thought-out decisions.

After I had been seated in his office only a few minutes, he said: "Jonnie Lee, you live by so many of the principles that I have taught for years and believe in, I feel you have a great work and service to give to people in teaching and inspiring them to live the physical culture way of life. I have mapped out a lecture course for you consisting of three lectures, two to be given in Steinway Hall and one at the Waldorf. Will you give them?"

His voice seemed so sure as he spoke that I would accept; and at the same time I felt an unspoken voice of destiny saying as it were—that this was a

part of my destiny unfolding. So rather automatically I said: "Why yes, Mr. Macfadden, I'll sign for the three lectures," but at the same time I was saying to him, "You know how I love my work decorating, I really do not want to give it up." Very quickly he answered: "Jonnie Lee I feel when you see the good gift that you have to teach and inspire people, you won't be very concerned about your decorating."

How true were his words—they had an uncanny way of coming true. Those three lectures did help people and also inspired me to carry on with my teaching and lectures. It brought me such an inner feeling of soul satisfaction and joy to be able in any small way to relieve the anguish that so many people show on their faces today. So when he wired me from Florida to give another lecture at his Deauville Hotel, while he was down there on his campaign for Governor, I wired back that I would accept.

I shall never forget the feeling I had

as I flew through the clouds on that beautiful moonlight trip to Florida. I had flown many times before, in fact all over the United States, but somehow that trip to Florida to lecture for Bernarr Macfadden, the great humanitarian, seemed to take on a different meaning. I had a deep intuition feeling that my entire life was in the process of changing.

How right that hunch, or call it what you will, turned out to be; because I had been at the Deauville Hotel only three days when Bernarr Macfadden in his sincere, direct, frank, outspoken, honest way asked me to be his wife. I shall never forget the look on his face and expression in his eyes when he asked me. He seemed so sure. At the same time that look said, "I need your love, Jonnie Lee. So very much."

Please understand, Friends, it was not by any stretch of the imagination that Bernarr Macfadden did not have love from other women. Oh no, because he did have. In fact there were many women that were in love with him; but I must be honest to you, his admirers, followers and friends, in telling you that he had found in my disposition, personality and temperament a peace and joy of companionship that brought to his temperament a sense of serenity that he wanted and needed from a woman very very much; and I sincerely believe, that was the main reason he fell in love with me and asked me to marry him.

At first I must admit that when he asked me to be his wife that morning, I was surprised, so many thoughts were flashing through my mind. I was rather slow to answer, not because of any lack on my part of feeling for this great soul, or any doubt that he could fill my life with happiness. Oh no, none of those thoughts, only the thought of the difference in our ages. And knowing that I wanted companionship, love and devotion not for just a few years but for many many years. But that thought was replaced very quickly by the truth, of his amazing vitality and love of life, plus the deep conviction that regardless of age, we had so much to give each other for happiness; and an almost prophetic conviction that we were meant to be married to unite our love

(continued on page 60)



# LONG-LASTING YOUTH, BEAUTY AND PEACE OF MIND

*Jonnie Lee Macfadden*

## CREED

1. I HAVE a sincere desire to acquire good mental, physical and spiritual habits.

2. I BELIEVE I CAN have long-lasting youth, beauty and peace of mind.

3. I WILL patiently and persistently strive to follow Physical Culture Health rules for long-lasting youth beauty and peace of mind.

Hello everyone! How do you feel and look this month after having followed the tried and proven method for facial rejuvenation which I gave you last month? Happier and more lovely, I am sure. I know that you are definitely on your way to looking more youthful if you are following these rules. I have been practicing these secrets for years now—and they work. I have seen years roll off faces of women who were plain and even considered homely, when this daily routine was practiced, within an amazing short time.

You see, each time you smile you are actually giving your tired-looking features a face-lifting. You are firming your cheek muscles and capturing that youthful, healthy look. It is all so simple.

Try to wake up each morning with a smile on your face and a song in your heart. Keep your mind free from fears and worries when you go to bed at night and wake up smiling in the morning. With your mind full of calm, constructive plans you won't have time for those beauty-killing and worrisome thoughts. It will take time to break old habits, but if you stick to this way to long-lasting youth, beauty and peace of mind, your friends will soon notice the difference.

Now here is our next must for facial rejuvenation. You must always sleep on your back, preferably with a thick bath towel for a pillow. Sleeping night after night, year after year on the side of your face has pushed wrinkles in your face and around your eyes. Prove this by taking your hand, holding it on the side of your face and dropping your head into your hand while looking into a mirror. Notice that the weight of your head against your hand is making

deep lines in your face. Haven't you noticed many times when you awaken in the morning that, seemingly from nowhere, deep lines have appeared in your face? They were put there by the weight of your head pushing deeper and deeper into the pillow.

Sleeping on your stomach is another bad habit. Your whole face actually takes a beating all night by the weight of your head being pushed down into your pillow. This creates all kinds of cross lines in your face unless you have an unusual skin that can take a lot of abuse.

Now here's a quick way to form or change your sleeping habits. As you fall off to sleep at night, (a smile on your face), say to yourself silently and firmly, "I am going to sleep soundly tonight and on the back of my head." Repeat this over slowly four or five times until it sinks into your subconscious mind. Then as you keep turning

during the night, which all of us do, your subconscious is alert to this order, not to sleep on the side of your face, but on the back of your head. Persistence in this will create new habits in place of the old.

It won't be easy, but if you want to keep your face free from wrinkles these wrinkle-forming habits must go!

## LOVE CLINIC

Dear Jonnie Lee: Please help me. I am very unhappy. During the years when men were seeking me out, showering me with gifts and attention, I was so wrapped up in a career that I took all this courting lightly. Now that my career is secure, I desire to marry, but no one seems to consider me sincere in that desire because of my past attitudes and actions.—G.L.

(continued on page 59)







#### LACK OF CLEANLINESS OFTEN UNDERMINES LOVE

Well-married, a man is winged;  
ill-matched, he is shackled.

—Henry Ward Beecher

1. **HEALTH.** Perfect health is thorough cooperation between a serene mind and its responsive body in which every organ is sound and properly active.

Physical beauty is perennially celebrated in poetry, in song, in romance; undoubtedly an important consideration in selecting a partner for permanent marriage. The sources of beauty and allure are deep-seated, originating in good health. Beauty is for civilization of such profound importance that no other fundamental consideration of human welfare and progress can be divorced from it. Human beauty is a sign of fitness for parenthood; fitness to propagate children who shall be mentally and physically fitted to hold their own in the struggle with nature and with their human competitors.

Now that feminine curves have escaped from false prudery and are allowed to be seen by masculine eyes, women are zealously cultivating their physical development by entering various outdoor sports. This popularization of athletic games has become one of the most wholesome factors in the selection

# 5 Rules for a Happy Marriage

The rules for a Happy Marriage are founded on laws of truth. They are simple rules and yet difficult to follow.

By Lee Hudson

of marriage partners, not only improving health but also providing a more worthy basis of association between the sexes and a truer way of judging physical fitness.

In judging men and women in regard to general physical health and fitness for marriage and parenthood, maturity should be considered as of vital importance. Years alone do not count; it is a combination of mental and physical growth determined by many conditions. A desirable mate should be mentally and physically out of adolescence and reasonably stabilized in disposition. An underweight woman is usually an irritable one; an overweight one is also improperly nourished and lacking in vital health. Choose a woman who is serene and emotionally poised to such an extent that she will not hastily decide to end the marriage upon the appearance of the slightest discord. A woman should choose for her mate a man who has physical strength and health, is mentally alert, morally clean and sexually sound. He need not be an Apollo or a giant in size or strength but he should be healthily strong and reasonably well-muscled.

2. **CLEANLINESS.** Let thy mind's sweetness have its operation upon thy body, clothes, and habitation.

—George Herbert

The question of lingerie may seem irrelevant in considering so important a subject as marriage, but upon the gossamer or tensile strength of the fabric hangs the fate of many a marriage. In civilized man, sight is the paramount esthetic sense and unquestionably supreme in the choice of a loved one.

Lack of cleanliness in person or clothing often undermines the love of mari-

tal partners. There is a natural feminine odor that is pleasant and alluring when fresh but repellent to husband or wife when the body is unwashed. Perfumes never successfully hide a body odor for any length of time. Heavy



BEAUTY AND ALLURE ORIGINATE  
IN GOOD HEALTH

New Physical Culture



scent were essential to the pre-bathing days of Marie Antoinette but many a beautiful woman lost her lover as well as her head for unstated reasons.

The ancients recognized the importance of cleanliness in mind and in body. Without knowing much about the actual functions of the skin, the hardy Romans developed a technique for its care that hasn't been improved much, if any, in the last 2,000 years. For the Romans, before the decay, built and used such bath houses as the world has never seen since. All the wonders of ancient art—in architecture, magnificent statuary and luxurious fittings—were incorporated in these marvelous buildings, some of which contained splendid libraries and great exercise courts. It was only when the Romans introduced the practice of men and women bathing together—which inaugurated an orgy of licentiousness—that the bath came under the ban. And so, for the next thousand years, no man dared be caught taking a bath. In the Thirteenth Century, the returning Crusaders brought back from the Orient and spread all over Europe the doctrine of the Clean Skin and the Hot Tub. Then the health-giving qualities, as well as the luxurious delights of the bath were once more extolled.

Heavy perfumes and musk became obsolete when bathtubs and bathing once more became popular. But even today there seems to be a lack of free-will bathing; soap companies must offer fur coats, automatic washers, autos and fabulous cash prizes to induce the public to buy soap products. Box tops and soap wrappers must accompany entries—so the soap is sold. But no public inducements are offered for its use. One would almost believe, after a hectic ride on a crowded bus or subway, that the golden shower of prizes had so enhanced the value of soap that the public had decided to "put it away and save it and you will always have it."

Although every person has a personal scent, just how impressionable it is depends mainly on the kind of lives we live and whether we know the meaning and value of personal hygiene. The right kind of living includes consideration in your choice of foods. A diet including plenty of fruit and leafy vegetables will sweeten the digestive



**BE TOLERANT OF YOUR MATE'S CONDUCT—BUT BE ALWAYS CRITICAL OF YOUR OWN.**



**PARTNERSHIP IN MARRIAGE INCLUDES MUTUAL DESIRE FOR A HOME AND CHILDREN.**

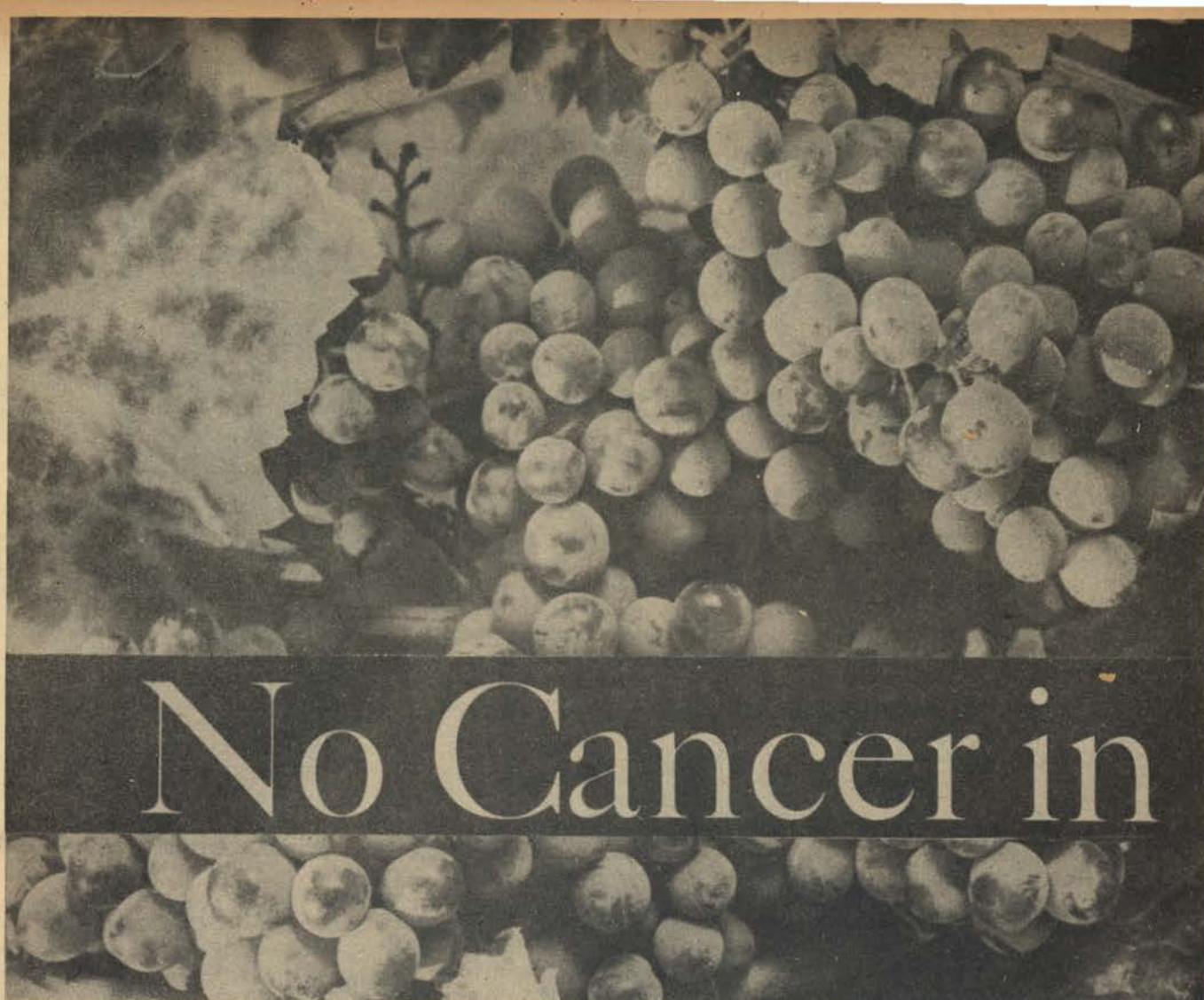
tract. Exercise will help to produce good elimination. Balanced diet and exercise will take care of the inside but the outside is equally important. Because nature has provided you with good looks and your husband has provided smart clothes, don't think you can get by in your husband's arms for long if you do not pay strict attention to your personal hygiene. Many a plain girl has replaced a beautiful wife in the husband's affections because she was more careful about her person.

Nature provides no one with perpetual cleanliness. It is an endless problem but the solving of it is within every person's reach. Ask yourself each day the following questions: 1. Did I have a thorough bath this morning? 2. Have I eaten the correct combination of proteins and starches and drank plenty of fruit and vegetable juices so that my system has a chance to cleanse itself? 3. Have I had a shampoo this week? (Hair retains odors in its own oil.) 4. Has the dress I am wearing been aired or cleaned since I last wore it? 5. Were my undergarments fresh when I put them on? Are they attractive?

Usually when inadequate exercise has been taken to result in normal elimination, the overloaded body tries to

*(continued on page 52)*





# No Cancer in

GRAPES FIRST GREW IN THE GARDEN OF EDEN

**I**T is quite certain that cancer did not originate in the Garden of Eden where grapes were a main part of the diet. And other sections of the world are practically free of cancer, where grapes are eaten in abundance and often comprise the entire meal.

Some years ago, when I lived in the mountains north of Plainfield, New Jersey, I met an itinerant wood-carver who called himself "Old Vagabond". He was sort of a hobo wood-craftsman who fashioned busts of famous men, out of wood lumps. He would stay in one place only a few weeks, then move on. One thing I noticed about this pleasant and healthy philosopher of the natural living—he was always eating grapes. He never could get too much of them.

One afternoon, when I teased him by saying: "Grapes will give you the gripes", he retaliated sharply with this provocative remark: "Grape-eaters don't get cancer". The remark was timely,

because a prominent politician of that section had recently died of that dreaded disease, and many people were talking about the tragedy.

I held Old Vagabond on the subject of cancer. He seemed to talk with authority. His next strong statement was: "Cancer is a food penalty."

I have never forgotten that. I have preserved every clipping and letter which has come to my attention. With relish I read and reread the many statements on cancer and grapes by Bernarr Macfadden who stands foremost in championing the fruit of vineyards as a cancer preventative and even a cure.

In fact, one of the highspots of Bernarr Macfadden's Physical Culture Magazine was that famous article by Johanna Brandt D.N., M.A. of South Africa, who was cured of cancer by a grape diet. She suffered from cancer in its worst form, but was absolutely cured in *six weeks* when her body was

given a chance by Nature's most precious gift—grapes. Fresh grapes, taken alone, answered three requirements: solving, eliminating and building.

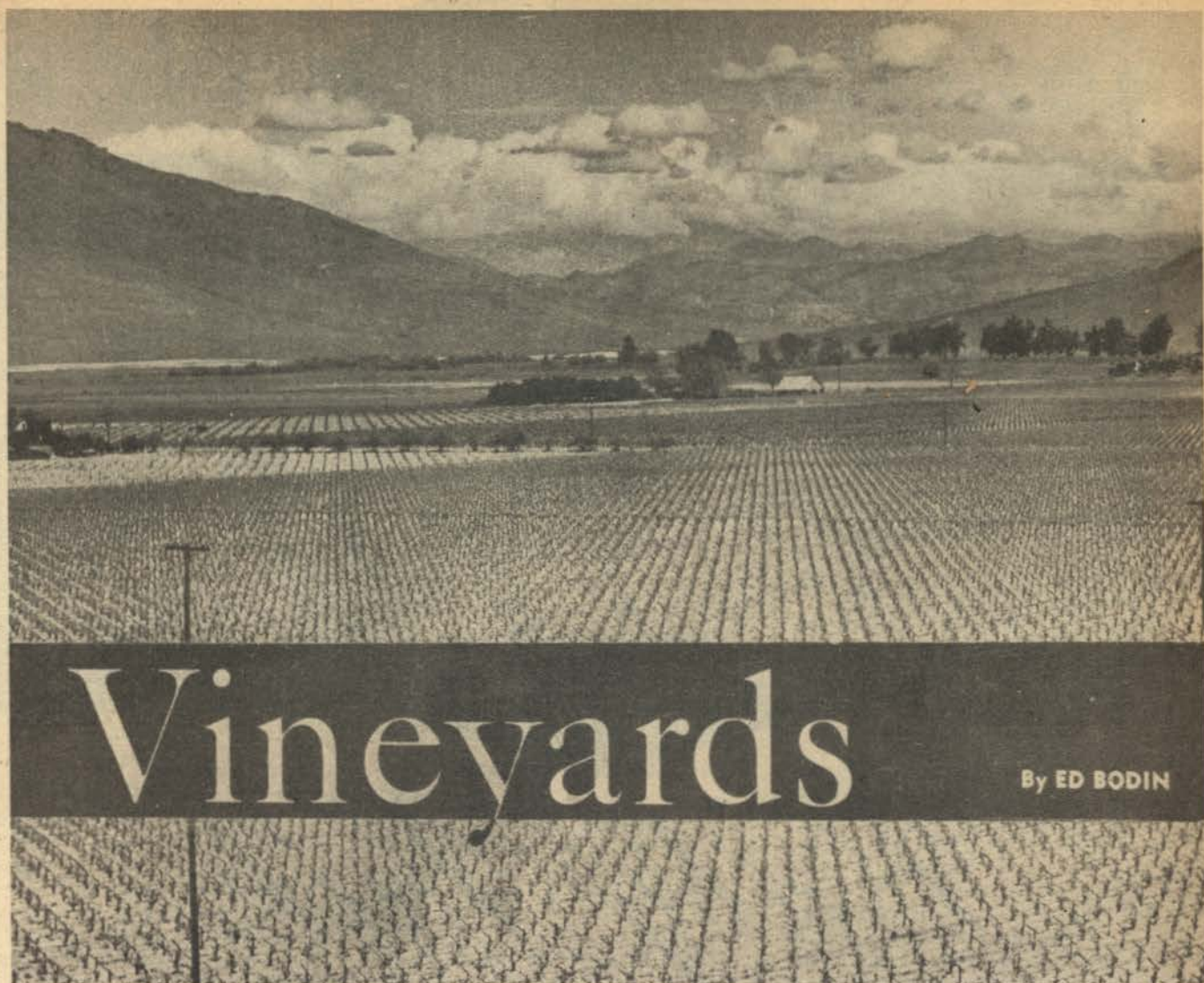
Here are Dr. Brandt's own words as to the miracle of her grape cure:

"I prepared the stomach for the change of diet by abstaining from all food for two or three days, drinking cold water and using an enema of two pints of lukewarm water daily.

"The secret of the treatment, I believe lies in the fact that the grape was not mixed with any other food. Only the exclusive grape diet brings the wonderful healing. Remember the three-fold purpose that had to be accomplished: the breaking up of diseased tissue; the elimination of poison; the building up of new tissue.

"First thing in the morning, I drank one or two glasses of pure cold water. Half an hour later, I had my first meal of grapes. I washed them well and discarded the seeds, chewed the skins





# Vineyards

By ED BODIN

## A CALIFORNIA VINEYARD

COURTESY CALIFORNIA FRUIT & GRAPE GROWER

thoroughly and swallowed them as roughage, food and medicine. I had a meal every two hours from 8 A.M. to 8 P.M.

"It is well to begin with a small quantity of one, two or three ounces per meal. Gradually I increased to double the quantity—until about one half pound was taken at a meal. The minimum quantity to start with would be one pound daily, steadily increasing this to a maximum of four pounds per day.

"Any good variety of grape may be used—purple, white or blue. Hothouse grapes and the seedless variety are better than none. The best time for a diet is when the grape season is at its height.

"There were four stages in my treatments: the exclusive grape diet; the gradual introduction of other fresh fruits and sour milk; the raw diet which includes raw vegetables, salads and fruits, nuts, raisins, dates, figs,

cheese, cream, sour milk and buttermilk, honey and olive oil; the continuance of the raw diet but, under favorable conditions, I was allowed one cooked meal at midday. No liquids, no salads, no fruits at this cooked meal.

"There is excessive loss of weight and often an alarming weakness in cancer patients who are undergoing the grape diet. That these symptoms are not due to want of nourishment, is proved by the fact that a healthy normal person can live on grapes alone for months while going about his daily occupations. It stands to reason then that one who is lying in bed would be sufficiently nourished on a grape diet if it were not for the internal battle being waged against disease.

"The principle of the grape treatment, when the patient has been reduced to skin and bone, there is nothing left to feed the cancer, and it disappears spontaneously. His life, therefore, depends on the continuation of

the grape diet until the healing is thoroughly complete."

And here is another true statement praising grapes as a preventative. It comes from Charlotte H. A. Benton of Birmingham, Alabama. Her own words: "The thought came to me, that if the grape diet could cure cancer, it must be a good blood purifier and as such should help make one immune from colds. It does! When I can get grapes for the diet, I have no colds. During World War II, I was not always able to buy grapes. The markets were practically bare here. But even five days of diet fills a healthy person so full of energy, I have often wondered what the diet might do in athletics. May God bless Bernarr Macfadden for keeping the subject active."

Other experiences with grapes as a cure or preventative, are always welcome. Grapes are God-Given. . . . they are the happiness of birds—and can be the joy of the human body, too.





# Baby Talk

**T**HE ancient Greeks believed that their language was given to them by the gods and they venerated it as something pure and beautiful. Anyone not speaking good Greek, they contemptuously called barbarians, which meant "uncouth babblers."

In the educated and cultured classes today we find the same kind of contempt for anyone whose speech is uncouth or ungrammatical—with good reason, perhaps, for as the poet says: "speech is a mirror of the soul; as a man speaks so is he."

Science has searched long for the explanation of the origin of language but finds it still a mystery. The most logical theory is that of De Laguna, who claims that language is a development from the cries of animals. Many animals have warning cries and when these are sounded the rest of the group stampede and run away or prepare for battle against danger. On the other hand no such thing occurs when a mating cry is heard.

The origin of language is interesting but it is not nearly so interesting as the way language originates and grows in each little human being.

A baby can communicate with us almost from birth for we can distinguish that he has cry sounds that have a meaning for us—a cry of anger, a different one of fear

Learning to Speak Is a Hard Job for a Baby; Don't Confuse Him with the Mispronunciation Known as "Baby Talk"

BY MARY HALTON, M.D.

and another cry (or crow) of joy or satisfaction.

We get along very well with these until the time comes when the baby matures sufficiently to begin to find an interest in the sounds he makes. In other words these sounds advance from the purely reflex or animal stage and begin to acquire for him a mental stimulation.

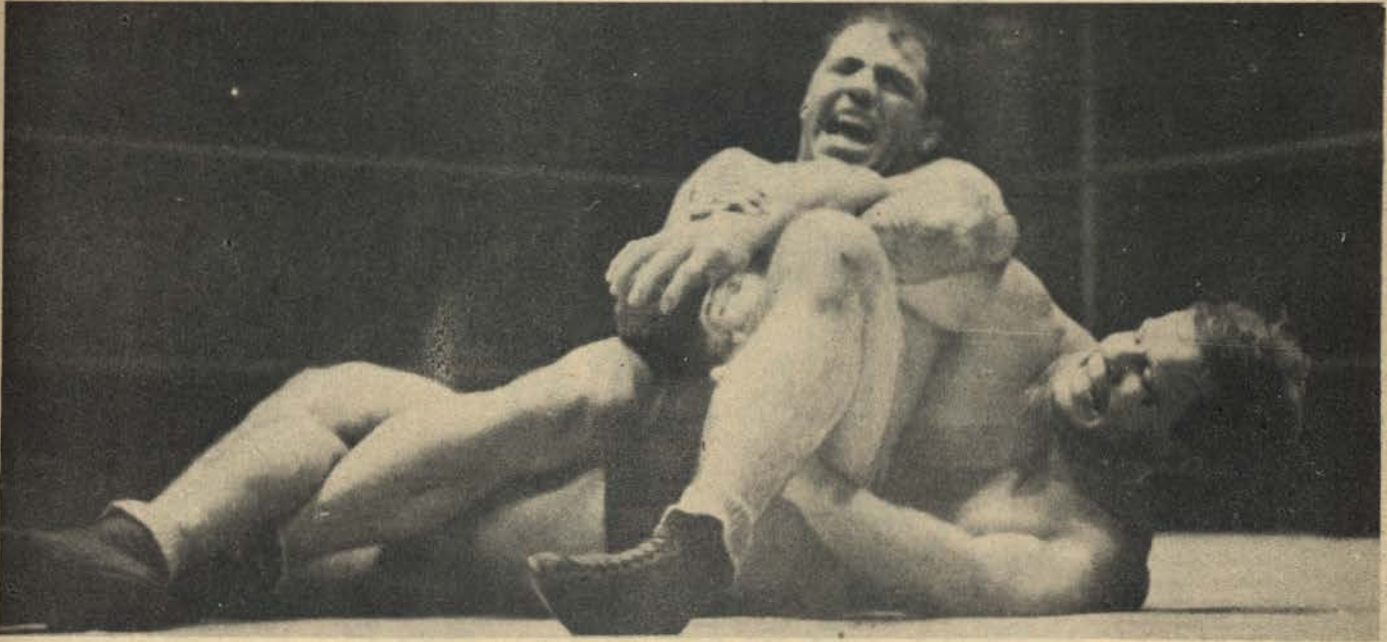
His tongue now becomes a plaything in which he is interested. He makes noises and babbles and listens to himself. His tongue then becomes his dearest toy and he uses it to coo with and produce a jargon all his own, spending often many hours lying in his cradle amusing himself listening to his own baby concert.

The next step in his language development is that he begins to perceive that he has control over the noises he makes. Then he tries to imitate sounds and picks out words from his babble noises; just in the same way that after long experimentation he finds out that his legs can be used to stand upon and walk with. This is then the beginning of the socialization of his babble and he is delighted when people smile and approve when he happens to make a sound that is a word.

Now he commences to realize that the word sound has a function and a meaning. He soon knows that the words that come to him first, by (continued on page 56)



# Is Wrestling A Fake?



by CLARENCE EKLUND

**Undeclared Light Heavyweight  
Wrestling Champion of the World**  
(Reprinted from his book  
"Forty Years of Wrestling")

**Wrestling is one of the  
oldest sports in the  
world. Too bad it devel-  
oped into a racket—for  
millions of followers  
take the sport seriously.**

talk fake. My position was, I usually wrestled a local man, bet my own money. The local man's friends were stake holder, referee, and I could not see where the matches could possibly be classed as a fake by a few—but they were. I have heard it all my life. To me, it is kind of like mosquito bites; you get used to them but you may never like them.

I am not saying nor am I trying to leave the impression that there were never men in the sport that did not corrupt it. There have been in the past, there are today and there will be in the future. The same as in every other class or profession in which people make money.

The point I want to amplify is that no sport can rise from obscurity to one of the most popular sports on fakes and fraudulent methods. This brings us to present day wrestling.

Some call it modern wrestling. Is it modern? What is your yardstick of measurement? The World Book Encyclopedia says, "Wrestling is so natural to the competitive spirit of man that it is one of the very earliest sports known to exist. There is hardly a feint or artifice known to the modern wrestler that was not practiced by Greek and Roman athletes before the birth of Christ—according to some authorities as early as 3000 B. C."

One of the greatest objects of the old classical wrestling was to make every attack with elegance and grace under certain laws of a most intricate nature, and the game is described by Plutarch as the hardest working form of athletics.

The encyclopedia says, "Wrestling was a very important branch of athletics in the Greek games, since it formed the chief event of the Pentathlon, or Quintuple games. All holds were allowed, even strangling, butting and kicking; crushing of the fingers was used, especially in the Panerion, a combination of boxing and wrestling."

I want to stress the fact that it was generally conceded that anyone wanting to wrestle for a side bet was considered, on the average, as crooked. The fact that he wanted to bet sort of proved he was connected with a skin-

(continued on page 54)

I MAY be a little prejudiced on this subject, but I have had a personal experience and can write from experience. When I started to make a living wrestling, I carried my own mat, a piece of canvas 16 feet square. If I made a match I used to get hay at a livery barn and put my mat down. It was always understood that the hall had to be cleaned afterwards, as wrestling was new. Often times they would not rent the hall until you had visited all the town officials, then again some had to be convinced that wrestling was not prize fighting and that no one would get hurt and if they did—who would be responsible? Then there was that class which thought such punishment was wicked and they were opposed to individual suffering being called sport. "And what did the county attorney say? I better get his opinion, etc." What were we wrestling for?

It was against the law to gamble. Betting was gambling and they had been trying to stamp that out. Could we guarantee there would be no betting? And why not wrestle in the country so as not to "disturb the peace?" They certainly would not object to that. If no one knew about it, but we must keep it quiet. There were numerous other obstacles. Why charge admission if we liked to wrestle? This was the ground work—only a part of it. Then regardless of the outcome there were a few who always talked fake.

I have always heard it. The less people know about wrestling the more they



**T**HE lowest death rate recorded by any country in the world is that of New Zealand. It is a dairy country with a large export of butter, which means that New Zealanders have more milk than they can consume.

The country with the lowest death rate in Europe is The Netherlands. It is also the best dairy country in the world with a milk production per cow double that of the United States.

The other countries which are credited with a death rate lower than that of the United States are Australia, Canada, Norway and Sweden. They are all dairy countries with a surplus of milk and exporters of butter or cheese.

If we attempt to apply a similar comparison to the separate states in this country we run into the fact that local death rates are distorted by the differences in the age grouping of the population.

For example, the state of Vermont has a higher death rate than the state of Washington. Vermont is full of old folks because the young folks leave home and Washington is full of young people because it is recently settled, comparatively speaking. You can't prove things by statistics when something else intrudes to mess up your statistics, and people die when they get old whether they drink milk or not.

To get rid of that error and find a figure that presumably might be directly affected by milk consumption, I consulted the tables of death rates by ages and picked out the ten states that showed the lowest death rates for children under five.

There are no statistics available on consumption of milk by states but only figures on milk production. Nine of the ten states showing the lowest child death rates are all dairy states producing a marketable surplus of milk. The tenth state is Connecticut, which obviously gets ample milk for consumption shipped in from outside the state.

# MORE MILK MEANS MORE HEALTH



BY MILO HASTINGS

CARTOON BY H. R. McBRIDE

I also turned the trick around and selected the ten states having the highest milk production per capita, and found that every one of the ten have child death rates well below the average.

There are eight states that are on both lists. That is, eight of the ten states with the healthiest youngsters are on the list of the ten states with the most milk available, and eight of ten states with the most milk available are on the list of the ten states with the healthiest youngsters.

Those eight states where cows and children thrive together are Wisconsin, South Dakota, North Dakota, Minnesota, Iowa, Nebraska, Kansas and Oregon.

Taking this item of child health back into the international field we find that there are six nations listed with a lower infant mortality than that of the United States. The list is the countries already mentioned for the lowest total death rates, except that Canada drops out of the list and Switzerland enters.

Perhaps the adults of Switzerland fall down the Alps and kill themselves while the infants are more sure-footed. But milk and low mortality data are still associated. Switzerland leads the world in milk consumption with a figure of 1.36 pints per person per day.

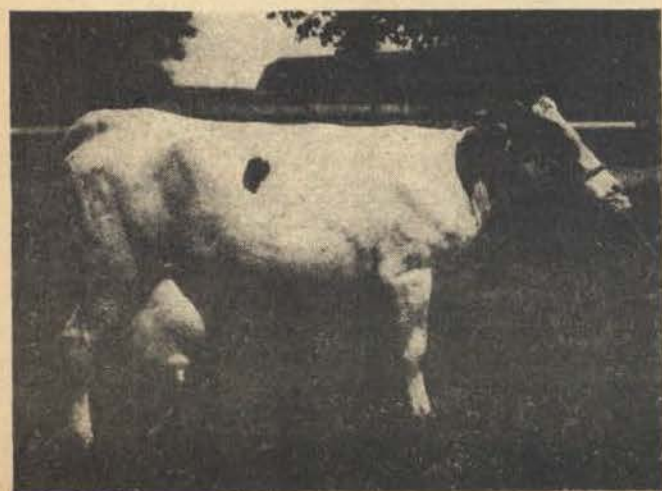
Oddly enough this maximum recorded figure of milk consumption is almost exactly that of the conventional recommendation of doctors and dietitians who advise a quart a day for each growing child and each pregnant woman, and a pint a day for all others. As populations run, that averages out at a little less than 1.4 pints per capita.

When we attain that figure we can yodel, too. At present our intake of milk is rather under .9 pints per person. Canada claims 1.20 and Sweden 1.05. The Dutch consume only .8 pints as milk, but more than make up for it by eating milk nutrients in the form of cheese.

Milk consumption in England is less than half a pint per day. In France and in Germany it is a trifle over that.

(continued on page 46)

Fifty years ago, we had one cow to every four people. Now one cow must supply milk for six people. Yet milk consumption in the U. S. has increased. The answer lies in the contrast between the old-time family cow, below, and the prize-winner shown at the lower left.







# FOOD for HEALTH

## WILD RICE STUFFING

These directions are for stuffing and roasting a chicken. Double or treble the recipe for a turkey, according to size.

One fresh-killed chicken,  $4\frac{1}{2}$  to 5 pounds, 2 medium-sized cloves of garlic, chopped fine with salt and paprika.

After the chicken is washed and clean, rub the chopped garlic on the skin of the bird, then make a small gash in the second joint and put in a little.

Then put 2 cups of wild rice on to cook in a double boiler according to directions on package. While that is cooking, chop 3 or 4 medium-sized onions and some green sprays of celery, and fry them in  $\frac{1}{2}$  cup of butter or peanut oil. When this mixture is soft, add about 3 tablespoons chopped parsley and one tablespoon of fine thyme.

By then the rice is cooked; put it in a basin and mix with onion mixture. Add salt, paprika and pepper to taste, also one beaten egg. Put mixture into chicken and bake in medium oven about 2 hours, basting often.

## STAR SALAD

1 head lettuce  
1 heart curly endive  
6 radishes  
 $1\frac{1}{2}$  tomatoes

Cut the lettuce head from top to stem end into six equal sections and arrange in a bowl in the pattern of a star. Between the sections place leaves of endive, and on the endive arrange radish curls near the center and tomato quarters on the outside, pointing outward. Serve with yogurt dressing.

## TOMATO GRAPEFRUIT COCKTAIL

1 pint chopped, 1 tablespoon lemon juice  
canned tomatoes 2 tablespoons peanut oil  
 $1\frac{1}{2}$  cups diced grapefruit  
1 teaspoon brown sugar  
 $\frac{1}{2}$  teaspoon salt  
 $\frac{1}{2}$  cup chopped celery  
1 minced green pepper

Beat together the oil and lemon juice; then combine all the ingredients in the order given. Chill and serve in cocktail glasses.

## YOGURT DRESSING

1 cup yogurt  
1 teaspoon honey  
 $\frac{1}{2}$  teaspoon salt  
 $\frac{1}{2}$  teaspoon lemon juice  
Grated rind of  $\frac{1}{2}$  lemon  
Few chopped green olives

Mix ingredients. Serve with any vegetable salad.





# VICTORY *for* GLAMOUR

ELEVEN MONTHS AGO MY MARRIAGE WAS ALMOST DESTROYED. I LOVED MY HUSBAND AS PASSIONATELY AS WHEN I FIRST MARRIED HIM--BUT HE HAD BECOME COLD AND REMOTE, WITHHOLDING ALL AFFECTION...UNTIL ONE MORNING HIS FETTERED FURY BURST ITS BONDS, HIS WORDS SEARING INTO MY VERY SOUL...

WEEKS WENT BY-AND JIM DID NOT RETURN HOME. GOSSIP REACHED ME THAT HE WAS VACATIONING AT MIAMI BEACH-SURROUNDED BY BEAUTIFUL GIRLS.



THEN ONE MORNING I PICKED UP PHYSICAL CULTURE, JIM'S FAVORITE MAGAZINE. I WAS THRILLED WITH THE STORY OF A WOMAN WHO FOLLOWED HEALTH RULES FOR EATING AND EXERCISING AND REWON HER HUSBAND'S LOVE.

I REALIZED MY TASK WOULD BE DIFFICULT-BUT MY LOVE FOR JIM DETERMINED ME TO SUCCEED. I STARTED TRYING TO TOUCH THE FLOOR WITH MY FINGERTIPS. I WAS TOO FAT...





I JOINED A GYM, GOING ON LONG WALKS, LEARNING THE IMPORTANT PART CORRECT BREATHING PLAYS IN HEALTH WHILE WALKING, INHALE A FULL BREATH. HOLD THE BREATH WHILE YOU EXTEND THE ARMS SLOWLY FORWARD AND DRAW FISTS TO SHOULDERS. THEN EXHALE VIGOROUSLY THROUGH MOUTH.

KEEP-GOING-EVERY STEP-MAY LEAD-TO-JIM---

ATTA GIRL! LINDA. THE FIRST HUNDRED MILES ARE THE HARDEST.



ON RISING, I HAD THE JUICE OF HALF A LEMON IN 2 CUPS WATER. FIVE MINUTES OF EXERCISE WAS FOLLOWED WITH A COLD SHOWER. JOAN MOVED IN WITH ME AND TAUGHT ME THE VALUE OF FRUITS AND VEGETABLES.

FRESH VEGETABLE JUICES, THE BLOOD OF THE PLANT, ARE POWERFUL IN VITAMINS AND MINERALS AND WONDERFUL FOR PEOPLE WITH INTESTINAL DIFFICULTIES

THE JUICE IS DELICIOUS! DRINKING ALL THE JUICE I WANT BETWEEN MEALS SATISFIES MY HUNGER AND REDUCES MY CRAVING FOR FATTENING FOODS.



### ... AND I DID THESE EXERCISES

SITTING ON FLOOR, LEAN FORWARD FROM WAIST, TWIST TRUNK TO RIGHT, TOUCHING RIGHT FOOT WITH LEFT HAND, AND THROWING THE RIGHT ARM BACK. REPEAT WITH THE RIGHT HAND.



LYING FLAT ON BACK, RAISE BOTH KNEES TO CHEST AND CLASP KNEES WITH BOTH HANDS, DRAWING THIGHS FIRMLY AGAINST ABDOMEN, WITH VIGOROUS PULL.



FLAT ON BACK, HANDS UNDER HIPS RAISE BOTH KNEES TO CHEST AND ROLL UP ON SHOULDERS. SUPPORT HIPS WITH HANDS, WITH ELBOWS RESTING ON THE FLOOR. KEEP THE HIPS HIGH AND WEIGHT WELL ON SHOULDERS, WITH CHIN TO CHEST. FLEX AND EXTEND THE LEGS IN A BICYCLE-RIDING MOVEMENT.



THEN THE DAY CAME WHEN I THOUGHT I SHOULD GO TO MIAMI BEACH

WHAT A GORGEOUS CREATURE-WHY-IT'S----



LINDA! MY DARLING! HOW ABOUT A HONEYMOON?

LET'S HURRY---



NEVER AGAIN WILL I BECOME A SLAVE TO MY APPETITE. I KNOW NOW THAT A WOMAN'S DUTY TO HER HUSBAND AND TO LIFE IS TO ALWAYS BE THE MOST GLORIOUS WOMAN SHE WAS INTENDED TO BE - A THRILLING SWEETHEART THROUGHOUT LIFE.



Italy and pre-war Spain showed milk consumptions of only about a fifth of a pint per person per day, and child death rates about twice as high as in the heavy milk-consuming countries.

To compare milk consumption of the United States with the small European countries involves a lot of loose ends. When the comparison is made on a continental basis between Europe and America there is a significant similarity.

In both continents the higher milk consumption and the lower death rates prevail in the north, with a falling milk figure and a rising mortality as we travel southward.

Our shipping of milk across state lines interferes with any accurate study of milk consumption by states, but we know there is comparatively little milk shipped into our Southern States. Calculated upon their local production, milk consumption in the southeastern cotton states appears to range from a third to a half that of the U. S. average. That places them inferior to France but ahead of Italy and Spain. The ratios of death rates are also quite parallel.

The Negro population in this country throws a confusing source of error into all vital statistics. Whereas we have separate death rates recorded for whites and Negroes, we have no such data on milk consumption. Poverty and consequent poor diet, is the chief, if not the sole, cause of the higher Negro death rates, rather than any true racial distinction.

Supporting evidence of that contention lies in the fact that we have one type of non-Negro population that shows even lower levels of life. That is the Mexican laborers in some of our southwestern states.

There are plenty of children in both these racial groups that have never tasted cows' milk—nor is that fact confined to the dark-skinned races. In the rural south, milkless menus and

The milk you are drinking today comes from a modern, scientific dairy farm such as the one shown below. Typical of modern dairying is the Rotolactor, invented in the Walker-Gordon laboratories, Plainsboro, N. J. This machine washes, dries, and milks fifty cows at each revolution, almost automatically

(continued from page 42)



It has taken the scientists a long while to discover that the milch cow doesn't thrive in hot climates. By crossing the Indian zebu (above) with the dairy cow, they hope to breed an animal which will not only love the tropics, but also give milk

cowless farms are all too common. Or, if there is a cow, when she goes dry the children stop growing till the cow comes fresh again.

Common sense should tell us that poverty is the common cause of both high death rates and low milk consumption. But that conclusion does not eliminate the idea that milk is a very real factor in the preservation of life. The children of the poor do not die from lack of money, but from lack of what money will buy—and milk, good milk, is one of those things.

In all ages and all continents, cows, prosperity and human health are found together. But there is also a fourth accompaniment, which is a cool temperate climate.

Here we have the old puzzle of which is the cause and which the effect, not between two but among four factors. So often in such arguments both sides are right and each thing is both a cause and effect of the other.

Climate was there first. Neither man, cows nor money is the cause of a cool climate, so the climate is cause, not effect. But cool climate alone is no insurance against a high death rate. Examples, where the relation fails, are northern China and Manchukuo, Poland and Hungary, and Chile.

Prosperity, one may suspect, most nearly accounts for both the cows and the human health. Is there any exception to that?

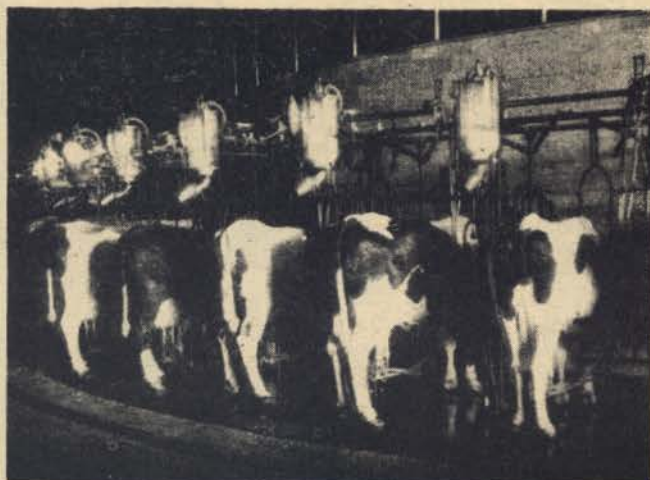
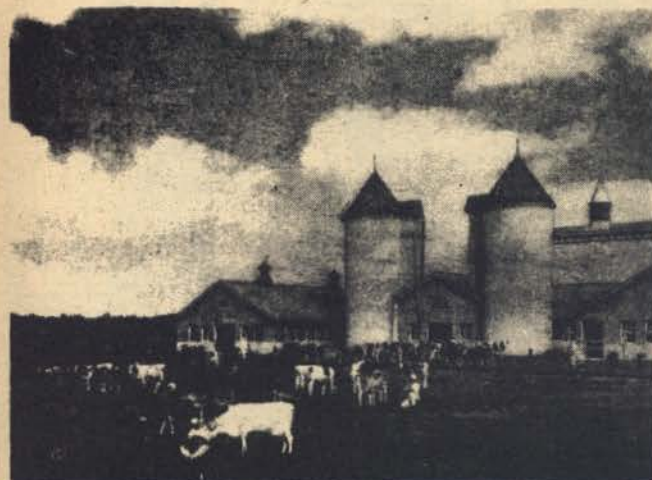
The nearest I can think of is France, which has the world's second largest pile of gold and a death rate some fifty per cent higher than our own, and almost twice as great as near-by Holland. Neither poverty nor climate would seem to explain that.

High birth rates are usually associated with high infant mortality. But France has one of the lowest birth rates in the world, and yet there are a dozen countries with lower rates of infant mortality. The milk consumption of France is about two-thirds that of the United States and only half that of Switzerland.

If prosperity is a big factor, can we find any milk consuming people who are not prosperous, and how long do they live? The nearest answer would be the pastoral peoples of southwestern Asia and the Balkans, who are, by reputation, hardy and long-lived. From these regions, famed for fermented milk and centenarians, infant mortality statistics are not available. But one suspects that milk fermented in a sheepskin hung on the door-post isn't as good for the baby as for the centenarian.

Though human life swarms and breeds in hot regions, the present style of civilization and prosperity thrives best in the cooler parts of the temperate zone. And so do milk cows. From this one might assume that the cool climate causes the better human health, which results in prosperity, and prosperity pays for the cows. That is, the cows follow us to the cool climates.

Like a dog, when a cow gets too warm she has to speed up her breath-





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ing to keep cool by evaporating extra water from her lungs. When temperature and humidity rises to certain points the method fails and the cow gets a "fever," not from disease germs but from plain heat. But it makes her ill enough that she is very miserable, loses her appetite and her milk production falls off.

A dairy expert from this country, while employed in Brazil, made this astonishing discovery that the scientists of the world had somehow missed. Now numerous investigators in many warm regions are busy with fever thermometers checking this condition of hot-weather fever in cows and its destructive effect on milk yields.

THIS must give southern farmers a good laugh. For decades the Yankee agricultural experts at Washington have been scolding the one-crop cotton farmers and advising them to go into the dairy business, and blaming lack of milk in the south on the shiftlessness of the people.

The dairy cow is from northwestern Europe and she can't stand long, hot, humid summers. But now that we know what her trouble is, can we solve it? Keep her indoors and air condition the barn? Or breed the cow to stand the heat?

Oddly enough, India, the hottest thickly populated country on earth, has more total cattle than any other country. But they are zebus, humped cattle, a draft animal and not a dairy animal. Obviously they can stand the heat.

This zebu is considered an entirely different species, but it will cross breed with our kind of cattle. A Texas rancher already has a lot of the crossbred animals. It makes a swell problem for the geneticists to try to produce an animal that loves Florida summers and will give milk like a Holstein in Holland. She would have year-round pasture, which should mean cheap milk.

We have long been breeding wheat to push wheat growing farther and farther north. If we could now push the cow south it might affect the march of civilization and give us all what Hitler is demanding for the Germans, more living-room.

Milk consumption in this country tends to hold to pretty steady levels. Fifty years ago we had one milk cow to every four people. Now six people must get their milk from one cow. That sounds as if milk consumption per capita had decreased, but it hasn't, because the amount of milk per cow has increased as much or more than the number of cows per capita has decreased.

At present the average American cow produces about 5,000 pounds of milk a year. That figures out over a quart per person per day, which doesn't seem to jibe with the estimated consumption of less than a pint. The discrepancy lies in the fact that more than half the total milk produced isn't consumed as milk. Most of it is used for making butter—a fine food but nutritionally very different from milk.

Department of Agriculture figures show that the per capita consumption of all milk, as used for all purposes, has been almost constant now for some years. The actual high point was reached in 1931. It then fell off about five per cent, and has regained one per cent.

The actual consumption of whole

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milk in the large cities decreased about 15 per cent during the worst years of the depression, and has since regained about half of that loss. When fluid milk consumption in the cities falls off the farmers may drink a little more at home, but most of it goes into non-perishable manufactured milk products.

In the last ten years butter production has remained about constant but cheese production has increased by 25 per cent and evaporated milk by 50 per cent. In spite of these increases, fresh milk still represents about nine-tenths of the consumption of total milk nutrients other than butter.

Is the recommended per capita milk consumption of 1.4 pints too large or too small for good nutrition and practical dietetics? Some light on that is thrown by the actual consumption of milk on milk producing farms. A study of this showed the figures per person to be about one pint of whole milk, the cream from half a pint of milk, and three-fourths of a pint of skim-milk or buttermilk. Computing in terms of whole milk nutrients that adds up to 1.8 pints per person per day.

Where the milk is at hand the consumption is thus seen to be nearly double that of the American average. Those who must buy their milk for hard cash will say, "Naturally, people can afford to use more milk if they get it for almost nothing."

**M**ANY people have the feeling that when they cut down the milk bill they are saving that much cash. All that is saved, if any, is the difference in price between the cost of milk and the cost of equivalent calories in other food. If the cost of all food per person per day is running as much as four times the cost of milk per quart, there is not likely to be even any immediate cash saving by decreasing the amount of milk purchased.

That method of reckoning milk values on a calorie basis only is about as sensible as appraising house-building lumber on its value as firewood. Considering both its capacity for replacing other food quantitatively, and its capacity to improve the diet qualitatively, milk is conceded to be the most economical food we have.

As such it should be about the last thing to let go when necessity requires that food costs must be reduced. Milk plus the most economical foods that can be found in the market is likely to give a better diet than can be secured by taking the milk money to buy foods of any other type. There are exceptions, of course, but in general that principle holds.

The value of milk for raising nutritional levels has been repeatedly tested by actual feeding experiments all over the world. These usually take the form of supplemental school feeding of milk. The resulting benefits, as measured in added growth rates, show up where the milk at school is supplemental to the supply at home as well as where milk is given to children who have none at all at home.

From far-off Singapore comes a report of feeding milk to Chinese children in whose homes milk was unknown. The milk-fed youngsters gained from one to two and a half pounds over a period during which those without milk averaged less than a half-pound gain.

A mission school in Uganda, Central Africa, tried a milk feeding experi-

ment but had trouble persuading some of the children to drink the strange stuff. Those that did gained 3.5 per cent while the milkless youngsters gained 2.6 per cent.

These native children were no Tarzans, but suffered from chronic malaria and amoebic dysentery. But one line on their health report cards would outshine any American health club record: "Teeth, cavities noted less than one per cent."

**T**HIS milk feeding of school children has been developed on an extensive scale in Scotland, where about half of the nation's children now receive milk at school.

In one of the early tests, upon the results of which this practice was founded, whole milk was fed at the rate of ¾ pints for the 5-6 year children, 1 pint for 8-9 year classes and 1½ pints for the 13-14 year groups. A survey showed the average home consumption of milk to be ½ pint per person per day.

This test was of unusual interest because it also included skim-milk feeding and a check feeding of a "biscuit" to furnish the same number of calories as the milk. That was to see to what extent the improvements from milk feeding were qualitative as against merely correcting underfeeding at home by increasing the total daily food intake.

The comparative gains of the various groups averaged out as follows:

	Gain in Inches	Gain in Pounds
No school feeding	1.23	2.86
Received biscuit	1.19	2.90
Received skim-milk	1.47	3.49
Received whole milk	1.44	3.54

These results clearly show that the gain from milk feeding is no mere stuffing process, nor due to the fact that the children did not get enough to eat at home. Merely giving them extra food at school probably resulted in the consuming of that much less at home, and did not appreciably affect growth. Milk gave results because it supplied something in the way of nutritional elements that had been deficient. The fact that the skim-milk gave results practically on a par with the whole milk indicates the addition of true growth elements, not mere fattening properties.

In an English institution for boys additional milk feeding was checked against a number of other food supplements, with a view of showing to what elements in milk the results are to be ascribed. In this case there was a uniform basic diet back of all the experimental variations.

That diet, compared with the typical American diet was worse in some ways and better in others. It had only a little milk, which was served in tea or cocoa, and was also poor in eggs, fruit and raw vegetables. But it was better than many American diets because of its lesser proportion of refined products composed of white flour, sugar and fats. The English diet contained a variety of meats and fish, though in moderate quantities. The bulk of the food consisted of potatoes, cabbage, beans and peas.

Six different food supplements were tested. One consisted of a daily allowance of ¾ ounce of watercress. The results of this trifling amount of greens were not distinctive enough to justify



any conclusion.

ANOTHER group received three ounces of sugar a day, an amount calculated to equal the calories in a pint of milk. The result was an extra tenth of an inch in the year's growth and one pound extra gain. This would indicate that the basic diet was not quite appetizing enough to cause the optimum amount of food consumption.

A third group received  $\frac{3}{4}$  ounce of casein as a check to see if it were the protein of the milk feeding that was most significant. The results were negative. The additional protein made no significant change in the growth. This would indicate that the basic diet with its meat, beans and peas, supplied enough protein.

Another form of additional calories, this time as fat, was supplied with an allowance of  $1\frac{1}{4}$  ounces of vegetable margarine. Results: height gain exactly the same as the basic diet, and weight gain 1.36 pounds more. The fat thus proved to be a little more fattening than the sugar, but worthless for growth.

## "Only a Cold"

(continued from page 19)

She was also given other calisthenics, including abdominal ones to help rid her of constipation.

She had previously imbibed either tea or coffee with every meal, but she had slighted her water drinking. She was instructed to stop her intake of coffee and tea with cream and sugar and to drink instead six full glasses of water daily, or a total of forty-eight ounces.

This was for the purpose of furnishing an abundance of circulating fluids and cleansing materials to her system. She was also told to give up her favorite mid-afternoon habit of taking coffee and cake. At this time she was permitted to partake of a glass of fresh fruit juice or any kind of juicy fruit she desired, such as melons, oranges, apples, pears, peaches or berries, but no sugar and cream were to be added.

HER conventional, acidulating meals were changed to alkalizing ones. Her breakfast consisted of all the fruits she desired, most of them fresh, raw fruits. Inasmuch as she was a hard-working woman, she was permitted to have one of the nourishing fruits, such as bananas, raisins, figs, dates or sweet prunes with each breakfast.

For lunch she had a large raw vegetable salad with salt, lemon juice and oil, all the cooked, fresh vegetables she desired with butter in moderation, and either baked potato or whole-wheat bread, the selection being baked potato most of the time because bread is acidulating.

For her evening meal she had either a fresh fruit salad or a raw vegetable salad, more cooked fresh vegetables, and either fresh fish, eggs, nuts or meat for her proteins. Her dessert was always fresh fruit.

Inasmuch as she needed all the energy she could muster, she was instructed to retire at ten o'clock each evening so as to have plenty of rest.

In her case, merely a cold, which



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had lasted for twenty-two years, gradually loosened its grip so that at the end of three months she felt fine. All signs of bronchial asthma vanished and she was able to do her work with ease.

Those who contract a spring or a summer cold have two factors in their favor; the climate and the fresh foods obtainable in the market. They can be in the open air a great part of the time and they have the best of foods for cleansing the body, fresh home-grown vegetables, the small fruits, berries and melons.

The whole object of treating a cold in the natural way is to cleanse the body through and through and to bring the system from the acid to the alkaline side. This statement needs some explanation, because the body cannot truly become acid if life is to persist. But the alkaline balance can become too low. The normal pH of the body is about 7.35. If the pH goes down to 7.30 it means that the alkaline balance is too low. Although this is not an acid state of the blood, the practise is to call it acidity. Since we are bringing up this matter of the pH, neutral is pH 7.00 and acidity lies below that. We regret this technicality, but those who are well informed might consider this periodical a little careless if we discussed acidity of the system without giving a true explanation.

What is a cold? It is usually a protest of the body against an accumulation of poisonous waste within. This poison may be not only in the intestines, but in the muscles, nerves, bones and other tissues of the system. This is true of the diseases of chronic degeneration, which results from auto-intoxication of the system lasting year after year.

Some colds are caused by acute congestions due to other causes, such as exposure to extreme cold and chilling through and through. A person who is very healthy may be able to throw this off without any difficulty. But one who is in poor condition may ac-

quire not only a cold but even pneumonia.

Years ago when it was my custom to travel much by commercial planes, one gentleman who took a journey with me had been promised that a modern, thoroughly heated plane would be used in the trip. The company, however, switched planes and sent up an old-time crate in which it was difficult to remain warm even with heavy wraps.

My traveling companion had nothing on except a medium suit, thin cotton underwear and a light top coat. He became so chilled in spite of wrapping up in a blanket furnished by the hostess that he was thoroughly congested and had a bad head and chest cold as a result of the trip. I was in splendid health and the only bad result I suffered from the chilling was periodic shivering which lasted for forty-eight hours.

**EVEN** if the cold is the result of over-exposure to excessive cold, the treatment outlined here works well.

Many say they acquire colds when they sit in a draft. This is not true of people who have splendid health, but it may be true of those who have subnormal health, which means lowered resistance. It may also be true of all who are badly toxic.

The average individual who easily takes a cold seldom knows the right cause. He blames a draft. The fact is that his cold usually results from excessive eating of too hearty foods, with deficient intestinal elimination.

If your body is in such a poor condition that you are susceptible to spring or summer colds, take extensive walks, exercise until you perspire freely and then wrap up well. Keep your intestines thoroughly free from accumulations of waste until the cold vanishes. Live on the spring vegetables, the juicy fruits, including berries and melons so abundantly available; and avoid the solid starches, sweets and proteins until the cold takes flight.

## TEEN AGERS

(continued from page 18)

solely as a duty. So he has caused the satisfying of the body's hunger to be a source of individual gratification. We all enjoy eating a good meal.

We are willing to undergo some exercise each day in order to secure the physical pleasure of eating. It adds very much to the pleasure of living that we can look forward to enjoying three times a day the pleasures of the sense of taste. Rightly controlled, the appetite for food becomes a source of enjoyment throughout life.

It is possible, however, to allow the enjoyment of food to hold too important a place in one's consciousness. There are people who give themselves up without control to the pleasure of the sense of taste. They pander to it. They think constantly of how they can derive continued pleasure from its use. They become slaves to the sense of taste.

For a time they derive much pleas-

ure from this unrestrained following of their desires. There comes a time, however, when their disregard of the laws which govern their bodily organism brings its own retribution. You meet these people in all walks of life: chronic dyspeptics, invalids of one kind or another, forced to live on restricted diet, if they would live at all. They sought the pleasures of the senses and they are now paying the price.

Yet it is right and wise that the satisfaction of the hunger for food should bring enjoyment to the human race. Those of us who are wise enough ever to keep in mind the purpose of eating, which is that of building up and restoring bodily tissue, and who govern our enjoyment of food by that purpose, have reason throughout the whole of life to render thanks to the beneficent Providence who gave this added joy of living.

In order that the life of the race



shall be continued, it is necessary that two human beings—a man and a woman—shall be drawn to unite their lives, establish a home and call other human beings into it. To bestow life means to give up a portion of life. In order to follow the instinct for continuing the life of the race we must go directly contrary to the instinct for self-preservation. To call other human beings into existence means to take upon ourselves responsibilities which call for continued self-sacrifice throughout a long period of years.

The force which is strong enough to cause human beings to go contrary to their instinct for self-preservation and to take upon themselves years of self-sacrifice, must be a compelling force and it must have associated with it pleasures, which shall contribute their added power to lead human beings into the necessary line of conduct.

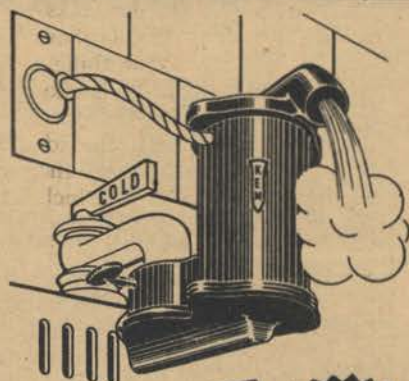
Therefore, during the mating period of life, sex-attraction becomes the most compelling force in the human consciousness. Fortunately for the human race, the most powerful instincts and impulses lie deeply buried in the consciousness, unnoted as long as they are left undisturbed. From these explosive centres of overpowering impulses, however, are extended pathways of communication with the outer consciousness of life. These pathways of communication are like fuses leading from the explosive centres to the surface of consciousness.

The deepest, most abiding joys of life come from the exercise of the creative powers. The gratification of the hunger for seeing one's life reproduced in other lives is a joy that knows no equal. The love that springs up in the heart for the little human replicas of one's self and that pours itself forth in the continual giving of self brings a divine joy that can be experienced in no other way.

Every expression of love and of sex-attraction has its own lesser pleasure associated with it, and this is all a part of the plan of the wise Creator who leads human beings into the expression of that portion of themselves which most resembles Himself; namely, the creative power.

To give yourself up to the seeking after the pleasure of the senses means to go contrary to the laws of our own being and brings an inevitable retribution in its wake. There are those who indulge in playing at love, for example. In this freedom of association, in "petting parties", or alone, they eventually reach a state of satiety where such things have no meaning for them; and, if eventually a great love comes into their lives and they long to pour forth its fullest expression, they find that these sacred demonstrations of love

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have been made so common in their lives that they have nothing worth while to offer. They have thrown away their most precious treasure, and the richest joys of loving can never be theirs. Unfortunately, there are many who enter into the game of playing at love only to find that they have been playing with fire. Danger lurks in the so-called innocent familiarities. They waste the most precious thing in life.

Lucky for the future of mankind that only a small minority of teen agers today are imbued with the idea that they have a right to waste their own lives, to follow their own inclinations without decent discipline, to establish their own standards of conduct without considering the consequences to themselves and others. Some may, it is true, follow their own uninformed ideas in these matters, but they cannot escape the inevitable consequences of their

transgression of laws which have been written, not alone upon tablets of stone, but in the very structure of their bodies.

All requirements of manhood and womanhood involve certain restraints and standards of behavior. You can find your soul's desire only through following the laws of your own being, which will allow your own nature to unfold into greater and richer possibilities of enjoyment of more life, beauty and joy.

Most of us live too near the ground and some of us seem never to get off it. But among simple people and poets, among teen agers, there is a grip of the truth that love is a flower of which sex impulses are the indispensable roots. We try to associate eating with an ideal of physical fitness; let us try to associate sex with chivalry, nobility and beauty as well as with physical fulfillment.

THE END.

**5 RULES FOR A HAPPY MARRIAGE**

(continued from page 37)

eliminate through the pores. Don't wait for a warning and don't alibi that you haven't time. Certainly no one wants to be offensive in this most intimate respect, yet any of us can and will be unless we abide by the rules of health and cleanliness.

**3. LOVE. Love gives itself, but is not bought.—Longfellow.**

Marry only for love—and then only because you want to be the wife of the man and not just because you want to get married. Remember always that love is nourished by what it gives to others, not by what it takes. A wife cannot hope to retain her husband's love through the years unless she wins and keeps his respect. Before you win lasting respect from another, you must first acquire respect for yourself. Be tolerant of your mate's conduct—but be always critical of your own. Your behavior and your beliefs must coincide. Intellectual honesty is essential for harmony in marriage.

In a happy marriage, physical love is of the greatest importance, but in order to arrive as close to perfection as you can, it must be complemented with mental and spiritual love. Many marriages are the result of a physical attraction only, but if the mental and spiritual elements are lacking, the physical alone wears itself out. Without mutual forces of feeling and interest, based on a recognition of each other's individual rights, there is no foundation for a deep and lasting love. Marriage requires a spirit of friendly co-

operation to harmonize beliefs that otherwise might become discordant. Marriage demands self-discipline and good-fellowship to unite two personalities for their mutual welfare and happiness. Enthralled by the magnet of sexual desire combined with reverence and honor, conjugal love is the highest fulfillment of human needs and aspirations.

The magnetic lure of a woman for a man has as much to do with personality and inward beauty of mind as with outward appearance. Strive to keep through your married life the attraction you first had for your sweetheart. Keep your husband as your sweetheart; retain his love by continuing to possess that particular appeal that first attracted him. Retain the same well-rounded form, the sparkling eyes, the animation and vivacity which you possessed in your courtship days. Disillusionment usually underlies the death of romance and sentiment. Romance cannot live without some illusion of beauty, some idealism, inspiration and ardor.

A marriage will not be a complete marriage unless the physical love is normal and equalled by a strong mental attraction, combined with respect and admiration. A couple drawn together through strong physical attraction may marry and for a time find great happiness in each other, but if they are mentally mismatched, their love will eventually end and their physical relation become to them unclean and unwanted. Only by proper balance of all elements can a happy love life be sustained.



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4. **PARTNERSHIP.** That alliance may be said to have a double tie, where the minds are united as well as the body; and the union will have all its strength when both the links are in perfection together.—Colton.

Marriage is not an ownership affair nor an association for the display of power of one personality over another. No marriage can be successful unless both husband and wife realize that the union is one of strict equality and partnership. Each is entitled to personal views, but need not necessarily act in accordance with those views if such action would be detrimental to the best interests of both. If people could only understand that everyone, including oneself, is likely to have wrong opinions, there would be less discord.

Partnership in marriage does not mean a joining together of a housekeeper with a bank book. In many cases a woman marries in consideration of a life contract for her keep, performs no labor, not even caring for her own person; and makes no return to her husband or society for labor and money expended upon her. "Wives" of this sort are different from mistresses by the law only. True marriage does not have in any case an economic consideration.

The ideal marriage, in which there is a practical copartnership, including a desire for a home and children or in which the husband and wife together contribute to industry, or art, or science, is found principally among the middle classes. When a family is reared, children always materially help to strengthen the bonds of marriage. But this is due mostly to the fact that women who keep themselves sufficiently vital to have large families, usually maintain a superior physical status.

When the sexual relationship is drawn into the circle of true partnership by making it a genuinely shared interest, the union is perfected and enriched. Mutuality in the sexual relationship is an artistic achievement, the product of human patience, intelligence and love. There would be no monotony of monogamy if sexual relationship, enshrined in the marital partnership, brought mutual joy to both partners. The first rapture of love would be recaptured again and again; there would be vital and enduring unity, or partnership.

5. **SPIRITUAL NEEDS.** To pray together, in whatever tongue or ritual, is the most tender brotherhood of hope and sympathy that men can contract in this life.—Anon.

It is important that married couples be fairly much alike in racial, religious, cultural, and educational background. These characteristics constantly influence us from the time we are born until we achieve adulthood so that many of

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our most fundamental beliefs and attitudes are developed in that way. It is not easy to be tolerant or understanding of people who have had backgrounds different from our own, but with intelligence and an earnest desire to make a union permanent, two partners may be able to rise above discouraging influences and be brought closer together in mind and spirit by the struggle.

Religion should be a uniting rather than a dividing force. If a man and wife are of the same religion—excellent. If not—then each should show deep respect for the religion of the other, perhaps by asking "Will you pray for this certain thing?" Praying in church or in the home brings tender harmony and is especially valuable where there are children. Even if the parents are of different creeds, it is well to establish harmony by reading aloud from the Old Testament—and praying.

It is one of the most difficult things in the world for two people of different

religions to retain their own faiths and opinions without each endeavoring to convert or coerce the other, and at the same time to feel the same reverent trust in the beliefs of the other. It takes a generous and beautiful heart to see beauty and dignity in the attitude of a mate who is believing in the other side of a vital question. But the very fact that it does take a beautiful and generous heart to do this thing proves it well worth the doing.

Happy and true marriages result from unity of aims and purposes, mental equality, spiritual concord, physical balance and sexual harmony between the partners. Mutual understanding, congeniality, and capacity for adjustment are qualities vastly more important than many other physical factors. Success in marriage depends almost wholly upon the individuals directly concerned but can be assured if the partners agree on health, cleanliness, love, partnership and spiritual needs.

THE END

## IS WRESTLING A FAKE?

(continued from page 41)

game of some kind. Wrestling for gate receipts at this era was not profitable.

I would hear of lumber jacks and miners that would bet any sum, but when I arrived where they were supposed to be, I could not locate them.

At this period I conceived the idea of wrestling any five men in a town and give them \$100 if I could not beat them in one hour. One dollar per minute for any man every minute he stayed off his back. Twenty dollars if he stayed twelve minutes. This was a very successful method. I would deposit one hundred dollars with the local editor in presence of the manager of the theatre or local hall. They were to pick the referee between them and the crowd. They were to appoint their own timekeepers. The referee's decision was to be final. It was hard to call these matches fakes and no one did! I thought I was going to get rich. I made fourteen hundred dollars in six weeks, but I had to go ahead, book the matches, make arrangements for the hall, then go back and start wrestling. There is a little incident that happened in a mining town, Merritt, British Columbia, that always strikes me as funny. I had the one dollar a minute pay-off on the bills and plenty of miners wanted to wrestle but I had only agreed on five. Well, there was a foreman who had won an amateur title a few years before at Nanano, British Columbia, which happens to be the home of Dan

McCloud, one of the world's greatest wrestlers.

Since our dressing rooms were just paper walls, I could hear the foreman give each wrestler instructions on how to attack. He was to take me last. I remember he told them to push me around, grab hold of my wrists, etc. I beat the first four in from seven to eleven minutes each. Every wrestler at the finish told the foreman nearly the same thing, "That fellow is not strong at all, but sciened. If you grab him you can beat him quick." Well, the foreman was on me before I got near the center of the ring, and by some fluke or accident the time for his fall was 30 seconds, and I believe 15 seconds of that he was in a bridge. I threw him flat on his back with a hip lock.

I was booking some more towns figuring I would soon have a fortune, when Canada joined England in the first World War with Germany, in 1914. There was no more wrestling. Everyone was going to fight the Kaiser. I went back to Moose Jaw, Saskatchewan, Canada and enlisted in the Canadian army, was later rejected on account of poor eyesight. I then decided to continue raw foods, dieting and fasting during the summer. In the fall of 1914 George Walker, who a couple of years previously had won the middleweight amateur championship of Canada, came to Moose Jaw on a visit.



He was about twenty years of age and was talking of turning pro. He was as swell a looking athlete as you ever looked at, but bear in mind, he was not in training. The fact is he was only thinking and talking of turning pro. Here is what happened when his friends would introduce him "a wrestler." Some friend of mine or some wrestling fan would say, "How about wrestling Ek?" Some said I was sick; some thought I had been hurt internally; some thought I had consumption. Naturally they had never heard of me wrestling in the last six or eight months. To make a long story short, the theatre men, with others, offered us a nice purse and they quite sincerely made Walker believe it was only a pickup. The match was a cinch for him. It was to take place in about ten days. Nothing was said about weight as my face was pinched and drawn and Walker looked the heavier. Well, I had just changed from raw foods to a milk diet. I changed my diet from two gallons of milk to one quart and a dozen fresh eggs a day for the next ten days. I took a wrestling workout, plenty of road work, and some shadow wrestling. I never went to town, but a neighbor of mine kept the fans informed that I would not have to be helped into the ring. I gained weight real fast, strength with it, felt good, could do a lot of miles without getting tired. I prepared for the match the last day by resting and only eating a few ounces. When I stepped into the ring I looked the larger. I noticed a funny look on Walker's face. I had been taking sun and air baths. My skin looked like I had been in hard training. Walker figured at once that he had been jobbed. Someone took him out and insisted he eat a big supper and he finished with a couple glasses of milk. Well, the first fall lasted 15 minutes. Walker got sick at the stomach and "up came his supper." He gave me the fall. He was sick and did not get well in a ten-minute rest period. When he came in for the second fall I could tell he was not going to be dangerous, so with a lot of confidence I went on to win the final fall in about twenty minutes.

Only a wrestler who has championship aspirations can realize how winning that match inspired me. The Canadian press carried the results as follows: "George Walker, Canada's middleweight wrestling champion, turns pro and loses his first bout to Clarence Eklund of Moose Jaw, Canada."

At this time there were few wrestlers

in Canada. I had been to Winnipeg a couple of years previous to this time and defeated Tom Johnstone, a policeman who was wrestling some, and Charles Gustavson, a middleweight wrestler of class. I changed my diet entirely now from raw foods and commenced eating meat and felt okay again. I was starting to train a wrestler, Jack Taylor, then, when a wrestler from the states, George Gion, came along. He claimed the light heavyweight championship of the United States. A match was arranged and he still held his title.

There was no wrestling in Canada, so I drifted into Montana and Dakota, won a couple of matches, was around St. Paul awhile and obtained a match with a wrestler by name of Francis. We wrestled a three-hour draw. Then I drifted on to Lincoln, Nebraska. I made that my headquarters and had a nice place to train at the YMCA with wrestlers of all weights. This suited me fine.

Farmer Burns had a school of wrestling at Omaha and had trained a number of pupils. I commenced to get matches for side bets. I wrestled the best in Nebraska, Kansas and Iowa for two years. I never lost a match to a man of my weight. I defeated Pete Fromm, Jud Thompson, Jack Roseuer, Tony Stetcher, A. Britt, Helmer Myhre, Chief Montour and others.

Up to the year 1915, practically all my matches were for side bets. About this time wrestling was becoming more and more popular and I wrestled all men regardless of their size. The usual terms were 60% to the winner and 40% to the loser after expenses of the match were deducted. I was getting quite a reputation.

I had a return match with George Gion, who beat me in Canada, and defeated him.

At this same time Santel was wrestling out of Chicago and using the name of Adolph Earnst. Gion and Earnst wrestled. Earnst won. I wanted to wrestle Earnst but as long as he claimed the light heavyweight title I would not wrestle him except at ring-side weight, 175 pounds. I was weighing about 172 pounds at my best weighing weight. I posted money to wrestle for a side bet. Earnst (Ad Santel) wanted to weigh in at 175 at three o'clock. My weight being about 172 I reasoned he would have 8 to 10 pounds advantage. The match I wanted most for ten to twelve years was to take place in 1928 in Melbourne, Australia.

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## Baby Talk

(continued from page 40)

imitation, mean people and things.

THE great variation in a child's ability to talk at an early age may mean one of many different things. Children who have not a good musical sense or "ear" may be slow to conquer word sounds; children who are kept alone and not spoken to develop slowly; children whose parents speak a foreign language are sometimes confused by the discrepancies arising from the use of two languages. Twins often have a jargon all their own and pay little attention to the language about them.

A child who is not glib with the use of his tongue, may become baffled and timid. He may remain silent because of the inability of the grown-ups to comprehend the meaning of his attempted words. Also, a child whose every wish is anticipated is slow to use words, for they are not necessary for the fulfillment of his needs.

There are of course other more serious things, such as malformations, birth injuries, delayed mental development and the like.

A child's head in proportion to its body is far greater than the proportion in the adult. The cause of this phenomenon is found in the fact that the baby's brain grows with great rapidity, especially the so-called "cortex," wherein resides the mind of the child. It has been pointed out by Donaldson that the human cortex attains the full thickness of its adult growth at about fifteen months of age.

The mind of the baby also develops

with great rapidity. This is the supremely important time mentally for the child. To quote an eminent authority, Arnold Gesell, Psychologist of Yale University: "The infant learns to see, to hear, handle, walk, comprehend, and talk. He acquires an uncountable number of habits fundamental to the complex art of living. Never again will his mind, his character, his spirit, advance as rapidly as in this formative pre-school period of growth. Never again will we have an equal chance to lay the foundations of mental health. From the standpoint of mental hygiene the pre-school period, therefore appears to have no less significance than it has for physical vigor and survival."

One of the most urgent needs of the infant and young child is to teach him language in his infancy and early childhood—clear enunciation of words, proper pronunciation, grammatical construction and correct usage.

It is well known that children, once they have mastered articulation, acquire language readily, with far more facility than do adults. And everyone knows the great advantage any person has in the world of men who has a good and fluent use of language. It takes many years to achieve this goal but proper training in those first years of babyhood is of paramount importance.

Many a man has been denied advancement in life because he was handicapped by the quality of his "mother tongue." Many a man has never been able to speak correctly because he was not educated in good language in his early years. Numbers of men labor for years to try and overcome their language errors learned in childhood and never acquire the freedom and confi-

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACTS OF CONGRESS OF AUGUST 24, 1912, AND MARCH 3, 1933, OF NEW PHYSICAL CULTURE, published Monthly at New York 17, N. Y., for October 1, 1947.

State of New York } ss.  
County of New York }

Before me a Notary Public, in and for the State and county aforesaid, personally appeared Laura E. Zimmer, who, having been duly sworn according to law, deposes and says that she is the Treas., Bernarr Macfadden Foundation, Inc., Publisher, NEW PHYSICAL CULTURE, and that the following is, to the best of her knowledge and belief, a true statement of the ownership, management (and if a daily, weekly, semi-weekly or tri-weekly newspaper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, and July 2, 1946, embodied in section 537, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, Bernarr Macfadden Foundation, Inc., 535 Fifth Avenue, N. Y. 17, N. Y.; Editor Bernarr Macfadden, 535 Fifth Avenue, N. Y. 17, N. Y.; Managing Editor, None; Business Managers, None.

2. That the owner is: (If owned by a corporation its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.) Bernarr Macfadden Foundation, Inc., 535 Fifth Ave., N. Y. 17, N. Y., Charitable non-profit membership corporation—no stockholders. Bernarr Macfadden, President; Warren C. Freeman, Vice President; Laura E. Zimmer, Secretary and Treasurer.

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(Signed) Bernarr Macfadden Foundation, Inc.  
Laura E. Zimmer, Treasurer

Sworn to and subscribed before me this 28th day of September, 1948.

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dence necessary to be what is known as a good talker.

It is true that to have a complete mastery of English is a life-long study and today only the outstanding writers and speakers have attained perfect skill; but certainly all may reach to some heights where at least they are not handicapped for normal success and are not classed by their educated associates as "uncouth babblers."

"BABY talk" is a strict taboo among modern educators, for it confuses the child in his efforts to master language.

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## THE UNAWAKENED WOMAN

(continued from page 33)

upon social and racial taboos; upon early teachings and environment, and, in general, culture.

All races and groups of people have their taboos and licenses; yet in these there may be no question of morality or immorality.

Although many savage tribes held to a strict moral code and shunned licentiousness, they nevertheless provided appropriate sexual training for their offspring.

Human beings have paid in many ways for the advancement of civiliza-

tion as gradual progress was made from the savage state to the "New Look."

Modern life produces repressions and inhibitions which may produce harmful effects not only from a sexual standpoint but also from a general standpoint unless one has the opportunity to learn helpful facts from those who have the character and wisdom to give it.

The frigid woman may feel helpless but her plight is by no means hopeless.

To be sure the average married woman must have reasonable security economically, and she may have harmful fixations from faulty parental training which require adjustment, and prudery may have influenced her conduct to a considerable degree, but by far the most important phase in overcoming a frigid nature is to look to the physical side, because without a vigor-

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ous body but little can be accomplished with other measures.

The first important measure to alter a condition of frigidity is to embark on a course of health-building designed to restore complete physical and mental normality.

First of all, the victim of this condition should realize that certain negative agencies have produced her trouble, but these can usually be overcome with time and patience, also persistence and that there is much she can accomplish with the right methods and a positive mental attitude that will enable her to enjoy her birthright of being a real woman as nature intended.

When possible one should be outdoors for long periods and engage in wholesome activities which enrich the blood stream and accelerate the circulation to all parts of the body. Long walks, hiking and swimming are especially indicated.

Exercises such as squatting, the bicycle exercise in shoulder stand position and both abdominal and spinal exercises taken while lying on the back and raising the legs in various movements are to be recommended for their excellent effect upon the female organs.

The cold sitz bath taken daily for about two minutes has a general tonic effect upon the body and a beneficial influence on all the organs and glands in the pelvic region.

However, if any congestion or inflammation exists in these organs, it may be necessary to employ hot sitz instead or alternate hot and cold sitz baths.

Sun bathing when not carried to extreme, producing a depressed feeling, should have an exhilarating effect upon the general vitality, and so would deep breathing where the air is pure and uncontaminated.

One gets closer to God and nature when outdoors and the romantic nature of the individual is greatly heightened. Nature has more to offer in this respect than the devitalizing atmosphere of a night club with its smoke filled atmosphere, dim lights and artificial stimulation.

Out in the open country one may

tune in with the infinite power of God and absorb the magnetic forces from the earth directly, without the insulation from modern pavements so common in the great cities.

Although some statements regarding proper diet appeared earlier in this article, it is well for the seeker of health and vitality and a normal sex attitude to adhere to a diet of natural, life-giving foods that really nourish the body and supply the elements vital to the normal functioning of the sexual organs and glands of every woman.

If this one great fact in health-building, proper diet, were more universally practiced by both doctors and laymen, everyone would be much healthier and also much happier, and the human race would have much less trouble with abnormal conditions of the body.

Raw fruits and vegetables are especially selected for the diet. In addition one may also take nuts, whole grain breads and cereals, milk or buttermilk and cottage cheese. Natural sweets are included such as honey, raw cane sugar, dates, figs, raisins, prunes and maple syrup.

Mental training that will assist a woman in attaining a rational attitude toward sex relations should be part of the program in converting a frigid woman into a normal woman.

It should be realized that this is part of her normal life and is in complete harmony with the laws of nature and the sane use of the sexual organs is not degrading or contrary to God's ways.

The part of the husband is also important in the reconversion process of the wife.

He must realize that wooing a woman and winning her cooperation does not end at the altar. In order to successfully hold her affection he must win his wife anew whenever indulging in the sexual act.

If the husband employs tender artifices of love to awaken desire and to give complete sexual satisfaction by not rushing the act, there would be less frigidity in the wife and no unsatisfied desires to disturb her nervous balance.

THE END

## ICE SKATING

(continued from page 31)

Yorker for years has featured an Ice-Skating show in their supper room. New Yorkers skate outdoors in Rockefeller Plaza all winter.

The peculiar advantage of the exercise obtained from ice-skating is that it is not merely muscular movement, but rhythmic, balance movement. Thus, in addition to general vital vigor, muscu-

lar control, coordination and a sense of harmony are developed. Ice skating, like dancing, makes one graceful, and grace means controlled strength. The amount of exercise obtained from skating may be graduated according to the needs and desires.

Racing and fancy skating will naturally require greater exertion than ordi-



nary skating. Once one has learned to keep balance, one can swing along at a good speed for hours without becoming tired. This is partly because of the stimulation of the deep breathing of cold air, which speeds up all the functions of the body, especially circulation and elimination.

There is nothing like ice-skating to bring color to the cheeks and create a genuine appetite. The harmonious motion is soothing and cheering, and makes one more joyful; griefs and cares

are forgotten, and new strength and courage are generated to meet the trials of life. Such a mental effect is invaluable from the health standpoint. One need not be an expert to obtain these benefits, and regular skating alone would be sufficient for health purposes in winter. Since variety is the spice of life, however, it is well to include some games, and if necessary some developmental exercises. Let skating be a partial substitute for walking.

THE END

## LONG LASTING YOUTH

(continued from page 35)



You are facing a problem common to most career women. If there is a definite man you are considering marrying, let him know that you feel it very necessary to be dependent on the love and protection of a man; that you are not as absorbed in your work as you were in the past. Remember, each man wants to feel that he is the most important thing in a woman's life. All women realize at some time that true balanced happiness comes only through love and marriage.

Dear Jonnie: I am a girl 25 years of age and adore beauty above everything else. All of my features are irregular and I am considered very homely. My eyes are large but lacking in expression. Life is almost unbearable to me because of the way I look. Tell me, please, where do I start to making my life more happy?—C.S.

The most important assets are an

A HUMAN BEING sits psychologically on a four-legged chair. One leg of that chair is his vocation; another leg is his avocation; the third leg of that chair is the social and recreational leg; and the fourth is his physical self.

If his chair has four solid legs, he is destined to sit comfortably and securely throughout life. If one leg is too short, or missing, he may well find a reasonable amount of security in his particular chair of life. If two of the legs are defective, he will probably be uncomfortable; and some people seem to have all four legs of different lengths, or some entirely absent, which leaves them precariously balanced, with the result that they fall.

—Journal of AMA

amiable disposition and a pleasing personality. Start working to improve these two requisites. Become sincerely interested in your associates and your eyes will reflect your inner thoughts. Soon beauty of personality will push into the background what you feel is an unattractive appearance.

Dear Mrs. Macfadden: My sister tries to steal all my beaux. She isn't considered as pretty as I am, but she steals them just the same by hook or crook. What shall I do?—M.R.

This has been going on for centuries. It seems that the female of the species, when aggressive, will stop at nothing to win the man she wants. Her motto is "All is fair in love and war." To avoid this unhappy problem with your sister and your boy friends, either do not allow your sister to meet them or else cultivate such charming ways that you become irresistible and the men prefer your company above all others. Good luck!

Dear Friend: What would you suggest I do about a boy friend who is always suspicious and jealous of my men friends, my women friends and even my family.—S.M.

Jealousy, possessiveness and suspicion are vicious and destructive forces and should not be tolerated. They are usually outward signs of an inward feeling of insecurity and a feeling of unworthiness. If you love him deeply, try to understand him; let him know you love him and he has no cause for doubt; build up his confidence in himself and you will find that as his opinion of himself grows, as he comes to believe more and more in his own worth, these unworthy emotions will decrease. This will take time and patient understanding on your part.

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## YOU CAN MAKE LOVE LAST

(continued from page 34)

for a service to humanity. So when he stood there looking at me with his wonderfully expressive, honest eyes, I said YES. His reaction was like a boy in his teens with his first love, which filled my heart with joy. In fact we both were so ecstatically happy that it was a good thing that my daughter Carol was living in Florida at the time, and she and Mr. and Mrs. Freeman who manage the Deauville Hotel in Florida, took over all plans for our wedding.

Right here I must say that they gave us the most exquisite wedding that any bride could possibly have. The altar in the church was banked with gorgeous flowers of soft pastel hues and beautiful foliage. Beautiful romantic music floated out from back of the altar, and the most surprising part of our wedding was that practically all of downtown Florida thronged at the church to wish us happiness. People were lined up, so closely packed, that to get into the church they had to board off both sides to make a path for Mr. Macfadden and myself. Also, we had to have a police escort to clear away the traffic in front of the church after the wedding!

After the beautiful church wedding, a lovely reception was planned for us at the Hotel before we flew away for Mr. Macfadden's campaign for Governor. The most beautiful wedding cake greeted my eyes as I walked into the reception room. Some of the newsboys afterwards told me that it was the most exquisite cake they had ever seen at any time. It was decorated with forget-me-knots, love birds and hearts and was made with honey and whole-wheat flour. Our champagne was carrot juice and as we crossed our arms together in a lovers' knot toasting our marriage with our "carrot juice," I knew that it was a merging of two souls for service and love, for teaching and lecturing for humanity.

It's Goodbye for now.

Since...

*Gomme Lee Macfadden*

For we must share if we would keep that blessing from above; Ceasing to give, we cease to have, such is the law of love.

—Bishop Trench

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## FASTING IS NOT STARVATION

**T**HERE is all the difference in the world between fasting and starvation. Men shipwrecked on a desert island will die of starvation in a week. Exposure, of course, plays an important part; but even when this influence is not present, in the absence of food, people will usually starve to death in a week. On the other hand there are many reliable cases recorded of fasts conducted for therapeutic purposes of eight and even ten weeks; and this is not all, at the end of that period people chronically ill when they started to fast, were restored to health. Naturally the mind plays a fundamentally important part. In chronic disease Naturopaths do not as a rule fast patients unless their minds are receptive to fasting, or they take steps to repair the patient's want of knowledge by assurances first. In acute disease the patient is usually in pain, and by instinct would not eat anyway, except when coaxed by those good-meaning but harmful friends who advise them to eat "to keep up their strength."

Another great difference between fasting and starvation is that in the latter the body lives on its own tissues, which rapidly waste away. (*Health Practitioners Journal*, London.)

## A WORD TO THE WISE IS SUFFICIENT

**T**HE information which we have been presenting in this publication is really beyond value to many people who need health-building advice. If you only find one article in an issue that appeals to you personally it may save you many doctor bills and in some instances years of suffering and perhaps an early death.

Many of our friends read this publication for two or three issues finding valuable information, which they use, concluding that they have acquired all the necessary knowledge and then discontinue reading additional issues.

As a means of reminding our friends of the necessity of carefully adhering to the laws of health, the reading of New **PHYSICAL CULTURE** is really beyond value.

May we take this opportunity of inviting our readers to write us frequently their suggestions or criticisms that might be helpful.

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# QUESTIONS FROM HEALTH SEEKERS

## OLD HANDS

**Question:** Every winter I suffer from cold hands. I wear heavy clothing, including warm gloves. What else can I do to overcome this trouble?

**Answer:** Heavy clothing may seal in the body heat better than light weight clothing, but it does not solve the problem of cold hands. A thorough search should be made for the exciting cause or combination of causes responsible for the trouble.

Secondary anemia, poor circulation, lack of exercise and fresh air, sedentary work, a lack of heat producing foods in the diet, tight clothing and abnormal conditions of the nerves which control the size of the blood vessels (vaso-constrictor nerves) are possible causes. A spinal analysis should be included in the examination of the body in order to ascertain whether or not any irritation of the vaso-constrictor nerves is present.

Long walks will usually prove helpful by supplying the blood stream with more oxygen and by accelerating the general circulation. General exercises would also be of benefit and may be followed to advantage with a warm and cool shower and a vigorous friction rub of the skin with a coarse bath towel or friction mitts.

Natural sweets such as figs, dates, raisins, prunes, honey, raw cane sugar and old-fashioned molasses will produce heat in the body and at the same time minerals and vitamins. Refined sweets should be omitted. Always be sure to include plenty of the fresh fruits and vegetables in the diet in order to insure more vigor and vitality.

General massage and spinal manipulative treatments, also hot spinal packs and sunbaths, both natural and artificial, should be included in the corrective treatment.

## SNORING

**Question:** Is there anything that can be done to prevent a person from snoring? I certainly would appreciate receiving information on this subject, and I am sure you have many other readers that feel the same way about it.

"Subscriber"

**Answer:** A vibration of the soft palate while sleeping produces the sound we refer to as snoring.

A frequent cause of snoring is a catarrhal condition of the nose which

makes it necessary to breathe through the mouth while sleeping, and sometimes an overweight condition is responsible for this trouble. If nasal catarrh is present, then it would be best to avoid milk, cream, cheese and other milk products and also all white sugar and white flour products and to improve elimination through the bowels, skin and kidneys. A reducing diet will be necessary when overweight and all fattening foods taken very sparingly, such as oils, fats, breads, cereals, sweets, both natural and refined, cream, butter, mayonnaise, macaroni, spaghetti, cakes, pastries, crackers, fatty meats, greasy and fried foods. The juicy fruits and fresh garden greens are eaten generously.

A more natural position should be assumed while sleeping and sleeping on the back should be avoided, and sleeping in such a position that the head is thrown back so far that the mouth opens.

A proper fitting bandage worn under the chin to keep the mouth closed while sleeping will often stop the snoring, and will gradually train the snorer to breathe through the nose while sleeping.

It would be a good idea to practice deep breathing exercises during the waking hours.

## ABDOMINAL EXERCISES

**Question:** Will you please publish some effective exercises for reducing excess fat in the waistline?

"Fatty"

**Answer:** The following exercises will usually prove valuable where it is necessary to reduce the waistline.

1. Lie flat on the floor, face up, hands at sides and knees rigid. Raise the legs, bringing them straight up to right angles with the body. Lower and repeat until slightly tired.

2. Lie on the back with hands clasped behind the head and knees rigid. Raise the body to a full sitting position, bringing the head as far forward and downward as possible. Repeat several times.

3. Sit on the floor with hands on hips and legs spread far apart. Alternately bend over as far as possible to the left, return to first position, then the same exercise to the right. Repeat until slightly tired.



4. Assume the same position as in Exercise No. 1. Alternately retract and expand the abdomen. A large book placed on the abdomen will make this exercise more effective.

5. Assume reclining position on the back with head slightly raised. Bring up left knee toward the chest and touch with right elbow and then bring up right knee and touch with left elbow.

#### TIRED FEELING

**Question:** I always seem to feel tired although I sleep between eight and ten hours nightly. What could be the cause of this tired feeling and how could I overcome it?

*"Miss N. W."*

**Answer:** Generally, that tired feeling is due to an accumulation of poisons in the blood stream and also intestinal toxemia. An internal house-cleaning is needed to overcome this condition, and one would do well in beginning with a fruit juice and water diet followed for three to five days, during which time the enema is employed daily.

The return to solid foods is gradual and the natural, unrefined foods are taken chiefly in the diet and especially the fresh fruits and vegetables. Water is taken freely between meals.

Overeating must be avoided and also the devitalized foods such as refined grains and sugars.

Daily exercises including outdoor walking, water and sun baths, air and friction baths and occasional sweat baths should be part of the corrective routine.

Regularity of the bowels is important and of course is insured by proper foods, water drinking and abdominal exercises. In some instances it may be necessary to employ some mineral oil for a temporary period. Be sure to obtain plenty of fresh air.

#### DAILY IODINE REQUIREMENT

**Question:** Will you please enlighten me as to the daily iodine requirement of the average diet?

*"Inquirer"*

**Answer:** It has been stated that the Chinese knew about the beneficial effects of iodine in the diet many centuries before the time of Christ, but it remained for modern research workers to determine just how much iodine is required daily by the normal average adult.

The amount is very small and has been estimated as approximately 25 micrograms per day. A microgram represents one-millionth part of a gram, and there are more than twenty-eight grams in one ounce, by weight.

Fresh sea foods are an excellent source of iodine, and the kind of iodine that can be assimilated by the body.

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# The "99" Club



**T**HE first "Master-Senior" to receive a letter from the "99 CLUB" was George Bernard Shaw, 92 years of age, shown in the accompanying photograph along side of Bernarr Macfadden, the Founder of the club . . . for both sexes.

The "99 CLUB" is for those over 70, promising physical activity until 99, retiring at 100. Kids in the sixties can qualify as Juniors. Those 100 years or over are known as Royal Seniors. Those 90 to 99, Master Seniors. Those 80 to 89, Super Seniors. Those 70 to 79, Seniors. Jeweled crowns will be awarded to Royal Seniors on reaching 100 years of age.

Prominent active folks over 70 receive a letter from the club headquarters, reading as follows: "Mr. Macfadden asks if you care to have your name on the list to receive news of activities of 99'ers. No dues, duties, affiliations, endorsements, assessments, donations . . . nothing to embarrass nor pester you . . . just for the fun of age and news of its triumphs. All you are asked is to promise to continue physically active until 99, and never consider yourself old. Reports on your activities are always welcome."

Readers are asked to nominate men and women who are eligible. There is a lift in it for every one. News of "99 CLUB" activities will appear in *Physical Culture Magazine* from time to time. Address all correspondence to Secretary of "99 Club," room 806, 535 Fifth Avenue, New York City 17, N. Y.

Incidentally, a subscription to *Physical Culture Magazine* is the best gift you can send your friends or relatives over 70, as well as younger ones.

**B**ERNARR MACFADDEN suggests that you should sing to yourself as you take your daily walk. It helps the rhythm of your step and your spirit. Here is Mr. Macfadden softly singing that famous army song: "And the caissons go rolling along." New Yorkers frequently see him taking his morning walk around Central Park for an average of four miles a day. He doesn't need a brass band or a group of doctors to keep him going at 80. His most frequent companion is Mother Nature. He calls her: "A grand old Gal—and she never lets you down, if you treat her right."



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For complete rate schedule and more details, write to the Physical Culture Hotel, Dansville, New York, or the Bernarr Macfadden Foundation, 535 Fifth Avenue, New York 17, N. Y.



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